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Editorial

Enthusiasm Is Great Stuff, But—

THE tumult and shouting of the annual N. C. A. convention, now two weeks along the road to yesterday, are stone dead. Keenly alive in the minds of every alert manufacturer who attended the meetings in Chicago, there must remain an awareness of the big job ahead.

The Industry, as represented by the N. C. A., is committed to the creation of a Candy Institute. It has endorsed the educational and advertising accomplishments of the past and urged a bigger program for the future. Those projects will require money—plenty of it. Don't forget that.

Enthusiasm is great stuff—indispensable stuff—but the time is right here on the doorstep now when organized cheering and torch-light parade won't help much. The thing that's needed is money.

If you are part of the Industry and expect to remain in it, sharing its growth and prosperity, now is the time to dig.

What Do You Mean, Summer Slump?

THERE'S a little colored ditty which runs about as follows:

"David was a fighter—a gamey little cuss;
Along came Goliath a lookin' for a fuss.
'Twas sorta up to David to do him or to dust,
So he picked him up a little rock and bust him on the crust!"

. . . . and that disposed of Goliath!

Somehow the giant of biblical lore reminds us of that forbidding and ominous spectre—the annual Summer slump. On the other hand, the resemblance between ourselves (the candy industry) and David is not quite so striking, except in the similarity of our predicaments—we have either got to "do or dust." So far most of us have chosen the latter expedient.

Of course, we all know the story—how David, with an abundance of courage and confidence in his own skill went out to meet Goliath and slew that gentleman with laudable finesse and dispatch. He knew his awe-inspiring antagonist had a vulnerable spot—and with a well-directed shot from his sling he found it.

Perhaps this Summer slump has a vulnerable spot, too. Let's spend a few moments analyzing the situation and see if we can't find it.

To begin with, we know from past experience that the sale of candies in general falls off in the Summer while the sale of sodas, ice cream, fruit drinks and *certain types* of candies increases. Proving that Nature's insatiable demand for sweets has not diminished during the hot months; it has simply enjoyed its sweet food requirements in a slightly different form. Knowing this fact furnishes us with a ray of hope. Now let us delve further and try to determine why some sweets sell and some do not.

First we must look to Mother Nature herself. She's a perverse old lady: when she's cool she wants to be warm and when she's warm she wants to be cool. So when a hot spell comes along she just naturally

looks for something that will help to cool her off. She knows anything cold or frozen will serve the purpose, so ice cream and iced drinks being the most readily obtainable, she takes them. Her craving for sweets has been appeased and her temperature lowered. She's momentarily satisfied.

But that is not all. We all know what a powerful influence in determining our modes and manners present day advertising has upon us. Stop all advertising of a nationally advertised product and see how sales slump. Does not the same thing apply to candy advertising? When you have one sweet food group doubling up on its advertising and selling effort in the Spring and Summer while another sweet food group cuts down its appropriation to a bare minimum, certainly the one will suffer while the other gains.

Here you have the two big factors which bring about the Summer slump and in them we believe is to be found the means of immeasurably overcoming it. First, give Nature what she wants and next, tell her about it by advertising.

We believe that in frozen and refrigerator candies we possess a powerful weapon for defeating the slump. Many items, heretofore of the strictly Winter variety, are deliciously refreshing when chilled or frozen. Some will say, by the time you take your frozen candies home and are ready to eat them they are no longer appetizing. To them we say, neither is ice cream if you leave it out of the refrigerator and let it melt!

Our next point of attack must be through the advertising and merchandising of our candies during the Summer. Whether it be an ordinary Summer mint or a frozen chocolate-coated cream bar, let our billboards and magazines, our counter and window displays sing out a sweet melody, refreshing and enticing. And tell the consumer how much more delicious certain candies are after they have been kept in the home (*electrical*) refrigerator.

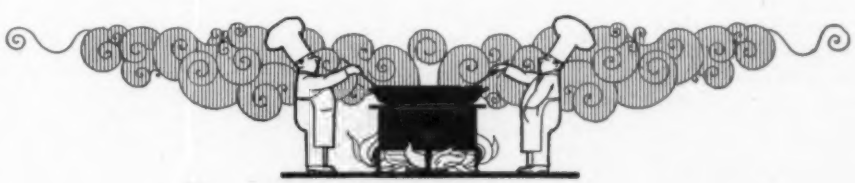
Only when we commence to use our intelligence and our resources will we be able to dispose of our modern Goliath—the Summer candy slump!

Business Improving? We'll Say So!

"Like old times"; "Picked up lots of real live leads"; "Orders? Yes, we get a number"—and so on. Such comments coming from exhibitors at the Chicago Show were most encouraging evidence of good times to come. These were not isolated cases, either.

In the past plenty of grumbling and discontent has been evidenced. This year before the Show was half over the general tone was distinctly optimistic and by the last day of the Convention nearly every one seemed to be in the best of spirits and anticipating the brightest prospects for the future.

We know for a fact that plenty of real good orders were signed and sealed right at the Show. You can be as pessimistic as you like, but the fact remains orders are orders. And where there are orders there is business. And where there are *many* orders there is *good* business! Q. E. D.

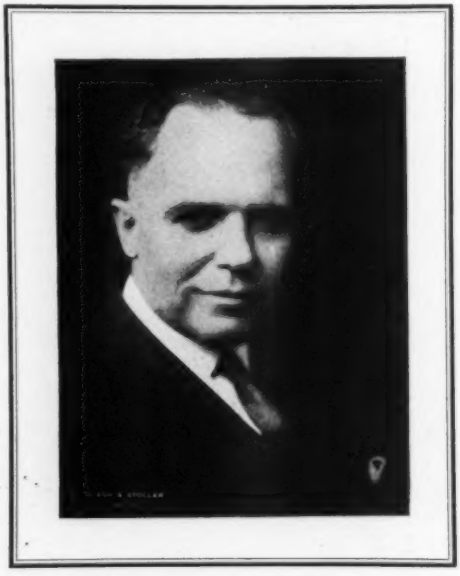


Candy Finds Itself *in* Public Favor

Max Kelly, Retiring N. C. A. President, Expresses Gratification Over Public's Changed Attitude Toward Sweets

Address by A. M. KELLY

Delivered at the recent convention of the National Confectioner's Association, Chicago



LADIES and gentlemen—all friends and comrades—I welcome you to the forty-seventh annual convention of the National Confectioners' Association. Here on the shores of the great inland sea, in the world's largest hotel, in the second American city, we have gathered to discuss the triumphs and trials of the past year and to plan for the year to come.

These annual meetings are an inspiration to me. I go home with renewed respect for our business and stronger faith in our future. And this convention is especially significant because we have under one roof leading representatives of all the branches of the confectionery industry. I am especially glad that the Associated Retail Confectioners have decided to hold their convention here at this time. They are welcome to all our open sessions and we hope to see them often. They come here at an opportune time because the distribution end of our business never has been more important than it is right now. Everyone here realizes that whatever helps the retailer helps the manufacturer as well.

A Billion Dollar Industry

We represent a billion dollar industry. Every man, woman and child in this country is our customer. If some of us feel that we did not get our share of that billion last year, now is the time to learn how to turn more of it our way. To get down to brass tacks, that is the main reason we are here.

The president of a national trade association is supposed to be more or less of a Moses, leading his followers toward the Promised Land. I admit that the Promised Land still seems a long way off. We have wandered a good bit in the wilderness. We have worshipped more than one Golden Calf. Perhaps I have not brought you far; but we have made progress; we are on our way. And after all, Moses himself didn't do the job in a single year. If I recall my Old Testament correctly, it took him forty.

The past year's experience has taught me that the problems of the candy industry cannot be solved by any one man, or any group of men, in a short space of time. Some of them are so deep-rooted that they will be with us for years to come. And as I approached the close of my twelve months of service I began to realize that the best I could hope for was a *little* progress. However, many tasks are unfinished, I trust that I am turning these over to my successor a little farther advanced than they were when I took them on.

When we look over the broad field of American business we realize that many of our problems are the problems of industry in general. While we have our own peculiar difficulties, we are not the only industry that is passing through troublous times.

Public Sentiment Favors Candy

Our own problems fall into two main divisions: those which affect the consumer, and those which affect the industry itself. We can discuss our consumer problems with both satisfaction and hope for the future. And I want you to keep one fact before you in all the sessions of this convention. Here it is—and I cannot make it too emphatic: *Candy, in this month of June,* 1930, *occupies a more favorable place in public esteem than it ever has held before.*

So long as the consumer continues to demand our product and

consumption gains as fast as, or faster than, population increases, our business has a sound foundation. Four years ago the candy industry faced a condition that threatened its very existence. Owing to the growing volume of so-called dietetic reforms, candy was under a hot fire of adverse criticism. People were being told that they ate too much candy; that candy was not good for them; that it made them fat; that it gave them diabetes and other dread diseases. Candy was regarded chiefly as a luxury and millions of people looked upon candy-eating as a guilty pleasure.

Our answer to this threat was the establishment of the national advertising and educational campaign. And I don't believe there is a man in this meeting who will challenge my assertion that today, at the end of four years of our educational work, our product occupies an entirely new place in the public mind. The healthfulness of candy has been definitely established. Candy is looked upon not as a luxury or as a special treat but as an article of everyday diet.

The Bundesen Booklet

Most of these results have come during the past two years. The high tide of our educational campaign was the convention of 1928 when Dr. Herman Bundesen made his memorable address, the substance of which has been published in the booklet, "The New Knowledge of Candy." This advice of one of the country's foremost health experts has been, so to speak, the candy trade Bible. More than two million copies of the Bundesen booklet have been distributed. Its teachings have had a profound effect not only upon medical opinion but even more upon general popular opinion.

I for one am quite willing to have our educational campaign judged by its results. And if these results have not been as evident in our annual statements as we expected, the fault lies not with the campaign but with other things for which we ourselves are to blame.

Our convention two years ago found us at the very height of the get-thin fad. Extreme dieting was the order of the day. The bed-slat figure at that time was the feminine ideal. I need not tell you that all this is changed. The pendulum has begun to swing back and the further it swings the faster it goes. Today you can scarcely pick up a newspaper or a magazine without finding proofs that the get-thin fad is dead. The women of America have come to their senses. Curves are back. The ideal figure is the normal figure.

Just how much weight our association has had in bringing back American opinion on this subject to sane ideas we cannot say. But anyone who has followed the course of our educational work must know that we are at least partly responsible for this change. The results are here and the benefits will increase from year to year.

Kellyisms

". . . whatever helps the retailer helps the manufacturer as well."

* * * *

"Our own problems fall into two main divisions: those which affect the consumer, and those which affect the industry itself."

* * * *

". . . our product occupies an entirely new place in the public mind. . . . an article of everyday diet."

* * * *

". . . a box of candy suits an automobile trip the way an oyster stew fits the home."

* * * *

"Candy is standard equipment for the young man who takes his sweetie to the movies."

* * * *

". . . a worthwhile research program must move slowly."

* * * *

"The way to sell candy is to SELL CANDY, and not to sell something else and throw candy in as a premium."

Changes in Buying Habits

Recent changes in consumers' buying habits should concern our industry less than almost any other. Let us take the five new things which have had the greatest effect upon the consumers' daily life during the past few years. Undoubtedly they are the automobile, the radio, the moving picture, the increasing popularity of outdoor sports, and installment buying. While these influences have had a devastating effect upon certain other industries, they have not harmed the candy business. On the contrary, they have helped it. It did not take motorists long to discover that a box of candy suits an automobile trip the way an oyster stew fits the home. Watch any group of motorists during a traffic jam and you will see them reaching into their pockets for pieces of candy. Watch mother and father and the children out for a Sunday afternoon drive in the family bus and you will see the candy box in circulation. Thousands of road refreshment stands that have sprung up to serve the automobile tourist all sell candy and they have added enormously to the number of our retail outlets. The automobile is one of the candy man's best friends.

Then take the radio. I will wager that more candy is eaten while folks are "listening in" than at any other time of the day.

Candy is a standard equipment for the young man who takes his sweetie to the movies. Look over the audience the next time you see a motion picture and notice how many of them are eating candy.

Our increasing fondness for outdoor sports has automatically created an appetite for carbohydrates, for quick energy foods. I need not remind you of all the noted athletes and athletic coaches who have recommended sweets. Not long ago I read a statement by Knute Rockne, the famous football coach of Notre Dame, who said that ideas about candy in the training diet had undergone a great change during the past few years and that he not only permitted it but encouraged it in his own work.

When an authority like Knute Rockne endorses candy, we make sure that his opinions are well publicized. When Gertrude Ederle used candy to help her swim the English Channel, we saw to it that this fact was widely circulated and, although several years have elapsed since Miss Ederle conquered the channel, you will still see references to the candy she ate in newspapers and magazines.

While installment buying has put a heavy mortgage upon the consumer's dollar, the situation it has brought about should not, as I see it, hurt the candy business. When hard times come, a family that must plan for future installments on the automobile or the radio set or the vacuum cleaner necessarily learns a lesson in economy. But candy is purchased at retail in such small units and at such frequent intervals that it is a negligible factor in the average family budget. Statistics

show that the average person spends for candy only two cents a day. Individually, this item is so small that it doesn't figure at all in any scheme of economy. In short, our sales are so widely distributed that we have been less affected by the stringency of the last few months than the great majority of other industries.

Our Sales Problems

At present our chief problem is one of distribution. We have gone about its solution in three ways: cooperation with the Department of Commerce Survey, publication of sales manuals and the holding of local and sectional meetings which have rightly been called "candy clinics." Not long ago copies of these two sales manuals were offered to the candy industry. One is called "You Can Sell More Candy. It consists of constructive suggestions for manufacturers' and jobbers' salesmen. It tells the salesman how to cooperate with the retailer, how to help the retailer move his goods after they are in the store, how to choose the best outlets and how to analyze sales possibilities. The other, entitled "Bigger Profits Through Candy," is addressed directly to the retailer. It offers him a guide to the most up-to-date methods. It advises him about display methods, how to attract trade, how to arrange the interior of his store, how to price his candies in order to get the best profit, how to advertise in his local papers. To go with this manual we have prepared eight bulletins which every retailer ought to place in the hands of his salespeople. They contain a condensed course in candy selling. Better retail salesmanship is one of the great needs of our business. It is the duty of the manufacturer and the jobber to give the retailer this information and to show him that it is to his own interest to instruct his salespeople.

Research—Governmental and Association

Since I attended nearly all the "candy clinics" during the past year, I think I am in a position to judge their value. They were all worth while. Some were more effective than others because they received better local cooperation.

Much of the ammunition we used at these clinics came through research of our educational and advertising departments as well as from the Louisville Grocery Survey. As the result of our work and that of the Department of Commerce at Louisville, we are now in a position to go to manufacturers, jobbers and retailers with useful facts. Among other things we have proved that those of us who declared that it pays the manufacturer to concentrate upon his best retail outlets were right. We have learned that the operating expenses of the average establishment where candy is sold are considerably higher in proportion to sales than the cost of operating most other retail businesses.

Mr. Hutchins, chairman of our Committee on Educational Research, will discuss this matter in his annual report; but in this connection I want to say that a worthwhile research program must move slowly.

Custodians of association funds feel a heavy responsibility and handle these funds more cautiously than they might spend their own money. I say this in answer to any possible criticism that our association research has not produced results as fast as some may have expected.

In connection with research I want to call your attention especially to the services of Dr. Stroud Jordan, chief chemist of Henry Heide, Inc., of New York. On Wednesday Dr. Jordan will tell you about his work. He has produced a book which brings the subject of research sharply before our industry and should serve as a foundation for our future activities along these lines. After you have listened to him I know you will agree with me that this book is one of the most important accomplishments of our association work during the past year. Mr. Hutchins is to be congratulated upon getting the help of such an authority.

"Won by a Sweet"

I have said a great deal about our educational and advertising campaign, but I wish to emphasize one more point that will be brought out in detail by the men who speak on the general subject of advertising.

This is our educational motion picture. The film "Won by a Sweet" has been tried out in many parts of the country. It is acknowledged to be one of the best industrial advertising films ever produced. One of our field men who has shown it before 150 different groups representing all classes of people reports that the picture never fails to make a favorable impression and that every showing brings requests from other local organizations. Our Educational and Advertising Committee needs additional funds to finance the exhibition of this film on a nation-wide scale. The intensive use of the film locally, however, is a matter for local arrangement. For a few hundred dollars the confectioners in any city can obtain one or more prints and a projecting machine and the services of a man to exhibit the film and keep it working every day of the year.

The subjects of cost accounting, of traffic and of tariff work will be discussed by Mr. Hughes and by the chairmen of these committees. They are technical subjects and I shall not attempt to anticipate what these speakers will say. I want you to realize, however, that all these activities represent hard work and that the whole industry owes a debt of gratitude to the men who have sacrificed their time and effort.

National Food Products Protective Committee

The last convention at West Baden found us near the close of our successful fight against the American Tobacco Company. The National Food Products Protective Committee, which won this battle, is still carrying on, and you will hear a report from its chairman this afternoon. It has founded up its work in such a way that there should be no further danger of another attack of this kind upon the confectionery industry. But you will be glad to know that if such an occasion ever should arise this committee is ready to strike at a moment's notice.

Dangerous Selling Schemes

I have talked a long time about our virtues. Now let me say a few words about our sins. As long as we are human we will continue to make mistakes. One of our chief faults is our reluctance to show our dirty linen. You all know what it

(*Continued on page* 45.)

Let Science Fortify Candy Industry

N. C. A. at 47th Annual Convention Calls for Creation of Candy Institute . . . Favors Increased Promotional Campaign

AN industry fired by a new vision . . . wiser and more solidly united than ever after beating off the savage attacks brought on by the so-called new competition in business . . . an industry convinced at last not of the desirability but of the stark necessity of organizing itself in order to gain its true place in the economic order of things.

This was the picture of the confectionery industry mirrored, clearly in the events of the 47th annual convention of the National Confectioners' Association at Chicago during the week of June 2.

Nearly half a century old, the N. C. A. has sponsored conventions that bulked larger in attendance than did this one. It has played harder in other years. Many former conventions. have assayed higher in eloquence. This, the 47th, kept its nose on the grindstone most of the time. Within a few minutes after Max Kelley had swung his gavel on the opening session it became apparent that there was work to be done. To the credit of those executives at the helm, let it be recorded here that much of the job planned for was accomplished.

High Lights of the Convention

What were the most noticeable high-lights of this 47th yearly gathering?

1. An obvious realization of the fact that the industry must produce better quality with the aid of science and must raise its standards of selling. A Candy Institute equipped with machinery and a staff of skilled men is essential, the Convention was reminded a dozen times, if the industry is to survive and grow.

2. Greater acceptance of the basic fact that those in the industry must call a halt in their extravagant practice of throwing away profits. Without decent profits there can be no permanence.

3. Appreciation of the tremendous job done in reaching uncounted millions of candy consumers through the educational and publicity campaign of the N. C. A.

5. An absence of talk concerning overproduction.

6. An absence of pessimism.

7. A militant determination to put the industry into so well fortified a position that no other industry will be willing to risk attacking it.

A. M. Kelly, retiring president of the N. C. A., wasted no time shooting oratorical skyrockets in his opening address. The industry stands today in the best position it has ever held with the public, he said, but foolish competition, unprofitable "deals" and desperate selling tactics are still keeping many an individual manufacturer from his longed-for profits. Mr. Kelly's talk is presented in full elsewhere in this issue of THE MANUFACTURING CONFECTIONER.

Senator William E. Brock of Tennessee was introduced by President Kelly as "the greatest friend we have had in Washington." Later in the week a resolution thanking Senators Brock and Smoot for their efforts to obtain fair legislative treatment for the industry was adopted. Senator Brock's convention address is summarized on another page.

Promotional Work Praised

ONCE under way, the convention focused its attention on the Educational Campaign conducted by the N. C. A. St. Elmo Lewis of Detroit, veteran sales and advertising counsel, told the audience of some 300 at the first session on Tuesday morning, June 3, that the candy manufacturer must control his product until the consumer eats it. "The jobber and retailer are just as much a part of your payroll as your own salesmen," he said. "You are the one who is responsible to the consumer for the goods he or she buys and the manner in which they are merchandised. Every really successful manufacturer realizes that today."

Mr. Lewis spoke twice on Tuesday. Between his talks George H. Williamson of the Williamson Candy Company, Chicago, chairman of the N. C. A. Advertising Committee, gave his report, explaining briefly the extent of the field work carried on, the growth of Candy Week and Sweetest Day, the development of a newspaper mat service for candy retailers, the distribution of Dr. Bundesen's "The New Knowledge of Candy," the Nancy Carroll diet and the far-reaching campaign of newspaper publicity conducted by the Educational and Advertising Committee.

"I do not know of any job that has approached this campaign in its results in proportion to the amount invested," said Mr. Lewis in his afternoon talk. "Yet I suspect that some of you don't think you have got anything in return for your money. You have been at work on this thing for three years. You have a job, gentlemen, that has to be done every year all the time as long as there is a confectionery industry. I have heard it said right here, 'Well, I haven't seen any increase in my business.' Is that any way to judge it? Did you do anything to get a greater share of the total. I have just one recipe for advertising when a man comes to me and talks about advertising. I ask him a question: 'When you go fishing do you take bait that you like or that the fish like?'"

In the discussion that Mr. Lewis' talk precipitated, Mr. Williamson asked that the industry give the Educational and Advertising Committee fifty or seventy-five thousand dollars more this year to spend than had been available during the last year. He pointed out that a tremendous amount of educational work needs to be done and that no individual, however large, can hope to accomplish what the association,

with reasonable support from its members, can accomplish for everyone in the candy business.

A. C. Baker of Denver presented a motion expressing hearty approval of the committee's work, calling for its continuous and urging increased contributions to make possible the extension of the advertising and publicity.

D. W. Aberle of Henry Garrott Co., St. Paul, and L. I. McIlhenney of Stephen F. Whitman & Son, Philadelphia, both expressed their satisfaction at the spirit of the motion, but called for something more tangible than mere approval of the educational project. "Actions speak louder than words," said Mr. Aberle. "The resolution means absolutely nothing. It's the good, old, filthy lucre that counts, and I want to tell you one thing, when I hear Mr. Williamson here, knowing he is putting up his money, putting in his life blood and pouring in every bit of energy he can into this business, I can't see how it is within the province of any of us to sit and listen and not contribute."

A Candy Institute Essential

E. B. Hutchins, vice-president of The Bonita Company, Fond du

CHAS. F. HAUG
Vice-President

Lac, Wis., (the newly-elected president of the N. C. A.) presided over the session of Wednesday morning, June 4. He also presented the report of the Committee on Education and Research, of which he is chairman. The industry stands in urgent need of an institute with laboratories, machinery and a director and staff of chemists, he declared. For three years

E. B. HUTCHINS
President

his committee had rendered reports, Mr. Hutchins said. Now he asked that the association start the work of building. The first step obviously was the appointment of a committee to undertake the formation of an institute.

Placed as it was, immediately following Mr. Hutchins' committee report, Dr. Stroud Jordan's talk on "Confectionery Problems" proved to be one of the most significant on the program. Dr. Jordan's highly practical views on what the candy manufacturer needs as a program looking to production and sales control are presented in his own language in this issue on page —. His talk was received with close interest and generous applause. It brought forth a lively discussion of the whole institute idea.

V. L. Price, National Candy Company, St. Louis; L. C. Blunt, The W. C. Nevin Candy Company, Denver; Harry Brown, Brown & Haley, Tacoma; Charles F. Haug, Mason, Au & Magenheimer, New York, and Brooks Morgan, Block Candy Company, Atlanta, all spoke in favor of an institute. Mr. Morgan, experienced in the business of baking, explained succinctly how the formation of an institute had made it possible for every baker of crackers and biscuits to raise the value of his products. On motion by Mr. Haug, the convention voted to request the appointment of a committee to form a Candy Institute.

ONE of the addresses delivered before the convention, to which the word "vital" may be properly applied, was that of R. R. Gilbert, grocery specialist with the Department of Commerce. Mr. Gilbert was "loaned" to the candy industry by the department, and has spent many months directing a study of candy distributing expense. Much of his attention has focused on finding out which items in a manufacturer's line are profit-producers and which are not. A summary of his views is printed elsewhere in this issue.

From the floor of the convention, various individuals pointed out the extreme importance of studying (not reading) Mr. Gilbert's report and the report of R. L. Purdon on the Distribution of Candy and Competitive Chocolate Products and interpreting them. Said V. L. Price: "I hope this association will do something to bring the value of this report and the application of

GEORGE E. WILLIAMSON
Vice-President

it to the individual. I say that because I know from personal experience and believe that we have in this survey something of tremendous value to our industry."

Elect E. B. Hutchins

AT the close of the regular session on Thursday afternoon, June 5, L. C. Blunt presented the Nominating Committee's report. It was the unanimous desire of the committee, Mr. Blunt said, that President A. M. Kelly continue in office for another year. His wishes not to serve for another term were deferred to. The officers of the N. C. A., as nominated and elected, are:

President—E. B. Hutchins, The Bonita Company, Fond du Lac, Wis.

Vice-presidents—Chas. F. Haug, Mason, Au & Magenheimer, New York; George E. Williamson, John G. Woodward & Company, Council Bluffs, Ia.

Executive Committee—Joseph S. Auerbach, D. Auerbach & Sons, New York; Harry L. Brown, Brown & Haley, Tacoma, Wash.; C. C. Chase, Chase Candy Co., St. Joseph, Mo.; Edwin F. Gibbs, Samoset Chocolate Co., Boston, Mass.; A. C. Baker, Brecht Candy Co., Denver; J. M. Gleason, Wm. F. Schrafft & Sons, Boston; John A. Gurley, Gurley Candy Co., Minneapolis; Porter King, King Candy Co., Fort Worth, Tex.; E. E. Wood Nichols, Nichols Candy Co., Indianapolis; A. S. Scheble, Richard Scheble Candy Co., Hutchinson, Kans.; A. H. Steere, Littlefield & Steere, Knoxville, Tenn.; J. H. Wilson, Pan Confection factory, Chicago; Henry Fehn, Sweets Company of America, New York; Carl Graser, National Candy Co., Cincinnati; Harry Dangerfield, Reymer Brothers, Pittsburgh, Pa.; Louis A. Dockman, John H. Dockman & Son, Baltimore; Brooks Morgan, Block Candy Co., Atlanta.

On his election, Mr. Hutchins said: "This next year . . . the next few years of this association representing the industry should be years in which we move forward rapidly, and I really beileve that all of you present, and a great many who aren't here, are intensely interested in accomplishing big things. During the years that I have been in this industry there have been few times when it seemed to me we had come to a more critical period than we have now. I bespeak your intense interest and devotion to the work of the association, particularly during the next twelve months."

At the closing session of the convention, next morning, three resolutions were adopted. These thanked Senators Smoot and Brock for their help in defending the candy industry against the American Tobacco Company's unethical attacks, thanked the Department of Commerce for its collection and distribution to the industry of marketing data and commended, in an enthusiastic manner, the work of the N. C. A.'s Educational and Advertising Committee while asking for increased financial backing for a continuation and extension of the committee's efforts.

Sec. Hughes Reports on N. C. A. Progress

THAT the headquarters offices of the N. C. A. have kept abreast of developments in the world of economic change, legislation and other happenings affecting the candy industry is clearly apparent from the report of Walter C. Hughes, secretary of the association.

Perhaps, in the normal order of events, the average candy manufacturer is not inclined to realize how far-flung are the industry's frontiers. A glance at Secretary Hughes' report will provide adequate basis for understanding the multiplicity of happenings which affect the manufacturer and his operations. Dealing with them calls for much the same treatment that a chief of staff, directing an army, administers.

Certainly, among the major successes achieved in the last year by the N. C. A. must be mentioned prominently the saving of a million dollars to the industry through the winning of a 2 per cent cash discount on purchases of corn products and the defeat of a proposed increase in the import duty on dried egg albumen.

The membership of the association shows a net loss of nine members during the past year. Forty active and 13 associated members dropped out. Twenty new active members and 24 new associate members came into the association. Since this net loss was smaller than in the two preceding fiscal years, the total membership is slowly increasing.

Legislative projects brought before Congress that affect the industry have been followed closely by the association. Consideration of the Tariff Bill of 1930 has prevented final action on them. Vigorous action resulted in the defeat of the proposal to increase the duty on dried egg albumen from 18c per pound to 60c. No action was taken on the tariff on sugar. Other items on the agricultural schedule were opposed, but unsuccessfully. As a result, cherries, fruits (candied, crystallized or glace) and various kinds of nuts carry an increased duty.

Fifty-one bills affecting the industry were introduced in state legislatures during the past winter. All were followed up by state legislative chairmen of the N. C. A. In South Carolina a bill was passed imposing a sales tax on candy retailing at 50c a pound and above of 1c for each 10c or fraction of the retail price, exempting individually wrapped packages retailing for 10c or less.

Since last fall complaints against 20 members of the N. C. A., directed against selling of alleged scheme and lottery packages, have been filed by the Federal Trade Commission. These members have been placed in touch with W. Parker Jones, Washington representative of the association, who is conferring with them regarding filing answers before the commission. The commission requested that these members sign a stipulation to cease and desist their practice, but the association advised against signing it in its present form, which is felt would prevent giving premiums, which are looked on as entirely legitimate.

Summaries of the work conducted by the committees on advertising, cost accounting, credit, retailers' and jobbers' service, survey and distribution cost survey and traffic are given in Secretary Hughes' report together with comment on safety progress, insect pest prevention and various meetings attended.

In an informal discussion Dr. Stroud Jordan emphasizes the necessity of

Solving Confectionery Problems *by* Research

Address at Convention of the National Confectioners' Association, Chicago, June 6, 1930

MR. CHAIRMAN and Association Members: I feel somewhat embarrassed from the remarks that Mr. Hutchins has made in his report with regard to work that we have attempted to do together, and I am afraid you will be somewhat disappointed in what I have to say because I have no intention of attempting to make an address or a set speech.

I would rather, if you will go along with me, that we try to imagine that we are sitting at a desk, facing each other, or hidden away in some secluded spot in the plant, talking over, in a general manner, the problems which confront us in the usual procedure of the manufacture of confectionery.

I believe, if we will look at it from this angle, that perhaps a few things of interest may be developed, if not of material value.

The subject of "Confectionery Problems" covers quite a range. It is obviously impossible to even touch on many of them. I have no such intention.

The fundamental problem which confronts all of us is life itself. What we do, where we go, what we buy and why must be understood by every manufacturer, because primarily he must be a successful merchant. It matters little what he makes or what his product is or how good it may be unless there is a market for it or one can be made by proper form of advertising and introduction.

Determining the Public's Wants

Too much time has been spent in the past by confectionery manufacturers, as well as other manufacturers of other products, in trying to determine personally what the public wants without finding out

Photo Bachrach.

DR. STROUD JORDAN

first *from the public* what they actually want; assuming the responsibility of setting styles in confections is quite a job and no manufacturer is going to sit in his office and pass on new goods and say whether or not they will or will not be accepted by the public unless he has his fingers on the pulse of the consuming public, because a piece of goods that may seem nice to you may not seem nice to the man who wants to buy, and if there is no market you are not going to sell anything.

The problems which confront us along this line may be aptly summed up in one large problem which confronts every industry: First, find out what is desired or what is wanted, and then make it in such a manner that it reaches the individual to the satisfaction of both parties in the transaction.

The problems are so many that the time will not permit a consideration of more than one single, individual phase. With your permission, then, we will give what little consideration we can in the allotted time to one of the largest used and least understood of raw materials employed by the confectioner. I refer to water.

I think if we will follow through on this particular line, certain ideas may be developed which will be new and at least an idea can be gained as to the enormous number of problems which confront us, because this is only one individual product and one individual phase of the subject.

Time was when the manufacture of confectionery was entirely a hand operation. From the production of the crudest forms of confection on up to the present time, methods of manufacture have been modified and have been improved on. We have come gradually from the hand-made age up to that in which a large amount of mechanical equipment is employed. Along with this mechanical equipment, a demand has been created for power. Obviously there is not enough hand power in existence to turn over the machines we are using today.

Water's Industrial Importance

Power must be gotten from natural sources. We have at our disposal a small percentage of available power in water. The larger amount of power available is from fuel, which may be classified as wood, coal, oil and gas. But when we use fuel it is necessary for us to transmit the energy obtained on its burning to the point at which it is needed in the plant. Again, we have to go back to water, because water has the property of being changed from liquid into a gas when a certain amount of heat energy is applied. The actual amount of power in the steam depends on the pressure at which it

is generated, but to generate steam, we have to have a supply of water which is suitable.

This is an industrial need for water. You must have a supply of water which will not coat the inside of your boiler tubes with scale, because it is a waste of time, energy and money to try to force heat through a boiler tube that is loaded on the inside with material which you put on the outside to hold heat in your lines when you transmit it. In other words, you are insulating your pipes on the inside with mineral matter.

This means that your source of boiler water must be very carefully considered and the best possible type of water must be used.

There are other indirect needs, such as the usual industrial waters around the plant. Then we go from that into the manufacture of confectionery itself, where the water is direct in its application.

Water—a Candy Raw Material

To make a confection, it generally requires sugar in some form. Many times, in fact, the majority of times, the sugar has to be dissolved in water. As to the kind of product and the character of product you get after this solution is made, it will depend upon the small amount of mineral matter and organic impurities in your water from central supply.

If you attempt to make hard candy with hard water, you are going to develop a color. That means that the same sugar in certain locations will give you a nice white hard candy. In other locations, where your mineral matter is high and the bicarbonate present in the water is high, you will get a darker color.

You might say that this darker color is not of particular moment; you are going to add color anyway. But this color developed will have an effect on the shade produced in the product after it is finished.

You can go further, from hard candy into fondants, where you have a large quantity of water left in the material when it is finished. If you attempt to make an all-sugar fondant (I speak of all-sugar advisedly; you know that means all cane sugar, because there are other sugars besides cane sugar available) and you attempt to cut it or kill it or doctor it by the addition of fruit acid or an acid salt or a fruit juice, if the water you have used is high in lime (and by "high in lime," of course, I am referring to parched vermillion, which, to the ordinary individual, doesn't mean much, but, in the manufacture of fondant, means quite a lot), your acid will be combined with the lime present and your doctoring will be of no avail unless you increase the amount of acid.

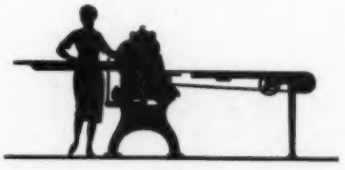
Thus, in the manufacture of fondant, where you have soft water, you may be able to get the necessary amount of eversion or cutting from the use of relatively small quantities, such as an ounce to an ounce and a half, of cream of tartar. On the other hand, if you are using a water containing 500 parched vermillion, there may be enough lime present to combine with this cream of tartar or tartaric or citric acid and you just simply don't get your results. You have to increase the amount until you pass the stage at which it no longer combines with mineral matter.

We might go on at length and discuss problems of this nature, but to those of you who have had the opportunity to glance through the chapter on water which is in the publication recently sent you by the National Confectioners' Association, most of these problems have been covered. I feel that if you will glance through that you will get more definite information than you would by my standing here generalizing on those particular points.

There is one other effect of water which is not touched, and the amount of time which I will use up will be devoted largely to consideration of this point, because I think there are really some things of interest in it.

Water in Chocolate Products Disregarded

Every confection that is manufactured contains a certain quantity of water; from the smallest to the largest amount, it has its effect. Ordinarily, we don't consider chocolate, cocoa liquor or any product made from cocoa beans as containing water because it has a large percentage of fat. That is a great mistake.



I looked back through past records, which were available to me, over the last eighteen or twenty years and I found the amount of chocolate or cocoa liquor varying in water percentage from a quarter of one per cent to two and eight-tenths per cent—more than ten times the quantity in one case that there is in the other. One of them may be right, but both of them can't be.

You who are familiar with the manufacture of chocolate goods know what happens when you add water to a coating. You get a thickened-up mush which won't flow and won't cover. What happens? Well, you add cocoa butter to it to make it flow. As a result, practically every chocolate or coating foreman in the country has formulas developed in which he uses a sufficient quantity of cocoa butter to insure the flowing of the coating. What is the result? A nice piece of chocolate, a nice gloss.

Cocoa butter will give a nice gloss, but when it is exposed for a very short time to temperatures such as we had the first week in May, where the cocoa butter is present on the surface in appreciable quantities, the old familiar bloom appears in very short time. It is also a familiar fact to all manufacturers that the less cocoa butter used, the less chance there is for bloom. In other words, the resistance to weather conditions is increased.

I believe it can be said without fear of contradiction that there is no coating made on the market today which, if prepared more carefully, could not have eliminated from its composition a very material amount of cocoa butter. I have personally followed through coatings in which three pounds of cocoa butter to a hundred pounds of coating have been eliminated and still the coating would flow very nicely.

"Bloom" Partly Due to Water

In handling the so-called bloom situation, there are three factors to be considered. All of them are due to water. They are not entirely due to water; we will say partially so. The formation of bloom in the chocolate coating that has too much cocoa butter can be materially re-

tarded if the coating is prepared in such a way that the amount of cocoa butter you are now using is cut down. All of the chocolate manufacturers are familiar with sugar bloom, which is nothing but the effect of high humidity, dampness in the air settling on the outside of a piece of chocolate because the coating generally contains a notable percentage of sugar.

As this moisture settles out, it dissolves the sugar; the moisture is again absorbed and leaves the sugar on the surface in the form of fine white crystals.

The third form of bloom, also due to water, we are not so familiar with, unfortunately. That is due to mold. There is no excuse for its existence. If chocolates are stored in an excessively damp place over long periods of time and become thoroughly soaked, the package and the goods themselves, bloom will develop which is due to the formation of mold. I have seen only one case of that in my experience in confectionery and that was on goods that had been stored for perhaps six months in a damp cellar where the humidity was always almost high enough to form rain.

To get back to the fat bloom, we find that the addition of certain materials will retard it under well-defined conditions, but, in general, the way to retard the bloom is to keep the water out, to have your coatings so that you use a smaller quantity of cocoa butter.

Here we see that water is playing a part that we rarely ever think of. It is causing a bloom on chocolate coating which is not primarily due to the water itself. It causes a sugar bloom; it also causes mold.

How Dry Is Dry?

I might go on indefinitely discussing chocolate problems of this nature, but we will pass on from the chocolate into hard candy. There, again, we feel that there is practically no moisture present in hard candy. It is cooked dry. A batch is supposed to be dry. But what is dry? What percentage of moisture is left in your hard candy batch?

Have you ever been on your hard candy floor and seen the operators growling because the batch was cooked too high? Too hot? Too hard to work? If you get back to the bottom of that you will probably find that they have been accustomed to pulling batches out of the cooker with too much moisture because it works easier and they get away with less elbow grease.

If you have a hard candy batch, pulled and handled and with a nice gloss, package it properly, set it away, it should keep almost indefinitely. If you have too much water left in it, it is going to grow dull and grain. The moisture, of course, dissolves a certain amount of sugar on the surface; as it comes out it forms a syrup which later on comes out and forms sugar grains.

The percentage of moisture in hard candy should be very, very low. I wouldn't say it should be less than one per cent. I would like to see it always below one per cent, but it should never exceed one and a half per cent.

If you stop your process before you get to the point of making hard candy, you can beat your syrup and make a fondant which you grain your sugar out. There your moisture content is higher. The same thing applies as you go right down the line through your products. The water that is left in has a direct bearing on the consistency and keeping qualities of your product.

Now let us assume that we have controlled the water situation, that every product is made as it should be, what guarantee have you that it is going to reach the consumer like you put it out? You may have a constant temperature in the humidity room in which your goods are stored; you may have it under perfect control, but when you deliver it to a common carrier, who, in turn, delivers it to your agent, the jobber, or direct to the retailer, as the case may be, it is not kept under the same conditions that you handled it.

The Manufacturer's Responsibility

Perhaps the jobber and retailer don't know how to handle it. It is not their fault; it's your fault. You ought to tell them. It's *your* product. When it is sold and somebody buys it, they don't look at John Jones, who sold them the goods; they look at the name on the package, and the man who made it is responsible.

Some confections that are sold today on the market through retail outlets are a disgrace to the manufacturers on account of the fact that the retailers are not handling them as they should. It is your problem to get to the retailers and to other agents and educate them in how they should handle the goods.

This all goes back to the point that we must determine the optimum conditions, the best conditions under which these goods will last, the proper temperature and the proper humidity.

Determine Ideal Conditions for Your Products

I feel that the biggest problem that you have facing you today, gentlemen, is the determination of humidities and temperatures for the successful storage, handling and sale of each individual type of product that you make. This can only be accomplished by actually taking goods of this character, placing them in the room in which the temperatures and humidity can be regulated, and making a study of months and maybe years to find the point where the goods neither pick up nor lose moisture and where they hold the condition under which it is originally manufactured for indefinite period.

If you can increase the shelf life of your product, if you can decrease the amount of returned goods, you have not only saved yourselves money, but you have built up good will. A purchaser may go into a shop and buy a package of candy that looks all right on the outside. If he gets home and finds it doesn't look right on the inside, you can bet your last penny that it's going to be a long time before he buys any more of that particular type of goods.

After definite information is obtained on the necessary storage conditions, then it devolves on the manufacturer to see that his goods receive those conditions. That leads us into the development of ways and means of merchandising whereby a perishable product, a perishable food such as candy is, will be handled like other food products and not as plow points and steel rails, as is being done today. . . .

Two Types of Problems to Be Solved

The trouble with everybody who manufactures confectionery (and I don't pass over anybody) is that they don't know enough about what they are making. They haven't the idea of the product that is being manufactured that they should have.

In handling these problems, I am going to pass over in just a few minutes. There is a possibility of handling these problems in a communal manner. I want to stress this point that there are two types of problems which present themselves. One type is of common interest. Raw materials employed by each manufacturer should be subject to specifications and control so that he can be assured of a uniform product when he gets it into his plant. Those are common problems. They affect every manufacturer.

There are other problems which have to do with processes, generation of steam, cooking, depositing, drying, conditioning, determination of shelf life, storage conditions in general. Those are common problems and should be handled in a community manner, because if everyone attempts to work out these problems for themselves, it is going to cost them money, and if each individual is trying to solve the same problem, he is spending many times the amount of money that would be necessary were it done in a central, communal institute.

There are other problems, however, which are more personal in nature which will not be possible to handle in an institute of this character. Every manufacturer has little individual problems which he has to solve and he wouldn't like to go to the world and tell them of the trouble he was having in his plant, of the returned goods he was getting back and why. He'd rather keep that to himself and work it out to his own satisfaction.

At some later date, if he has been successful in working out this problem, when it has all blown over, he might be big-hearted enough to tell his friends of the trouble he had had and how he had gotten over it, but he would wait until the whole thing had blown over.

Those are the two types of problems that you have to handle. As to how you handle the communal problems, it will depend entirely on your ideas in the matter. The problems are with us. They must be solved. If you want to do it alone, it is your affair. If you want to do it at less cost and in a more efficient manner in a communal way, it is also your affair. The fact remains that business of any sort is a treadmill. You have to keep stepping or you're going to the bottom. The treadmill is always working in the opposite direction from which you are going, and if you don't know your products and you don't know the problems that confront you, you had better get a mat, because you are going to fall; you are going right back to the bottom, where you started from, and you're going back harder than when you started up.

Thank you.

President Kelly's Message at N. C. A. Convention

(*Continued from page* 38.)

is and most of you will admit that it needs a good washing. We need not wash it in full view of the public, but here among ourselves we ought not to be afraid to discuss the one thing which has done more to keep the confectionery industry back than all other causes combined. I refer, of course, to foolish methods of competition, to high sales pressure, to the fact that an increasing number of manufacturers grant all sorts of queer concessions in order to move their goods.

The past year has seen many of the old misguided selling schemes in full cry and has developed a few new ones. One of these is the practice of "giving away" a box of candy as a premium to a purchaser of a share of stock, which, in my opinion, has already brought about its own defeat.

The way to sell candy is to *sell candy*, and not to sell something else and throw in the candy as a premium. Such a practice is a reversal of the whole idea of the candy business.

Strong Medicine Needed

Yea, brothers, we are still in the wilderness with the swamps of bad business practices all around us. And I feel that what we most need is not a Moses to lead us out but more man-power to drain the swamps. There's a big job ahead that calls for wisdom and diplomacy and courage. Have we enough of those qualities in this association to see the job through? I'll say we have—and I ought to know. One of these days we'll march over into the Promised Land.

There are a great many fine men in this business and it has been my good fortune to have their support and cooperation during my term of office. I have thanked them before, privately. Now I want to thank them again publicly. Believe me, I have needed you and I am grateful.

The past year has been one of the best years of my life. It has also been the busiest. When a man attends three or four trade meetings a month; when he travels 16,000 miles, and writes 1,500 personal letters on association business; when he answers half a dozen telephone calls a day in relation to association matters, and in addition to these duties still finds a few minutes now and then to devote to the interests of his own company, his life is anything but dull and monotonous.

I certainly have no hope of being remembered as the brainiest president the N. C. A. ever had, but I can lay claim to being one of the most industrious. When Kelly's name is mentioned in future gatherings of our trade I shall be more than satisfied if they say: "Max put his whole heart and soul into the job. He gave us the best he had."

Section of the Confectionery Buyer's Merchandising Educational Exhibit at the recent Exposition of the National Confectioners' Association, Chicago

Exhibits a Bright Spot at Convention

MANY and varied are the views that business holds today concerning the trade shows or expositions held in connection with conventions. In some quarters the opposition is vigorous. Discussing the matter pro and con with exhibitors at the recent N. C. A. exposition, there appears to be almost unanimity of opinion that this year's show at Chicago, June 2 to 5, was interesting to those attending the convention and profitable to the exhibitors.

There were more than 80 exhibitors this year. Most of them feel that the time and money they spent to show their machinery and supplies was worth while. The N. C. A. will net a profit of some $5,000 from the exposition.

Pictured above is the booth shared by THE MANUFACTURING CONFECTIONER and THE CONFECTIONERY BUYER. These specialized publications, serving manufacturing and distributing branches of the candy industry, respectively, devoted their space to dramatizing the existing need for better merchandising at the industry's bottle-neck, the retailer of candy.

The keynote of the exhibit was: **"Business is good wherever GOOD candy is appetizingly displayed and properly merchandised."**

One section of the space was devoted to a window, trimmed by experts, to stimulate greater sales during the summer. Here candies which keep and eat well during the warm weather and candy suitable for chilling or freezing were displayed. The association of coolness and candy was enhanced by the use of blocks of "artificial snow," a new product for display purposes only, as a major window-trim accessory. Close by this striking window was placed a General Electric refrigerator with a placard calling attention to the greater satisfaction enjoyed by the consumer when candies brought home are kept in the dry cold atmosphere of the mechanical refrigerator until ready to serve.

Two show cases showing a retail store's candy department, before and after a well-informed jobber's salesman had counselled with the dealer, attracted much comment. One of the cases showed candy as the consumer is apt to see it too often . . . at its worst. The case was dirty. The candy represented the negation of attractiveness. Arrangement was conspicuously absent. Merchandise which no thinking individual would display with candy was present in the case.

Contrasted with this horrible example was the case adjoining it—a clean modern case, loaned for the occasion by the Columbus Show Case Company. In it were displayed eight varieties of bulk candy, with bags of each variety ready for the customer to purchase them conveniently. Bar goods and small packages on the shelves above the case showed a stock large enough to take care of the needs of the average neighborhood retailer and yet compact enough to prove eco-

Window trimmed by Neighborhood Stores Display Service in cooperation with The Confectionery Buyer

Suggestion for summer candy window, utilizing blocks of artificial snow as a setting with signs lettered with frosted effect. Note the appetizing and refreshing appearance

nomical in space.

Still another case showed the ideal arrangement of candy in the store handling cigars. Here a sparkling glass compartment case made by the Atlas Glass Specialties Company was the principal accessory.

Well located near the entrance to the exhibit hall, this exhibit was one of the centers of interest at the show. Many compliments were received on the attractiveness and constructive educational nature of the exhibit.

Less Politics in Business

....and More Business in Politics

By SENATOR W. E. BROCK

POLITICS is just a name for a big business, just as candy means candy business, steel means steel business, textiles mean textile business. Therefore, politics-business needs, just as any other big business, big men to run it.

I have never had any personal political ambition, but for twenty years have been active in politics as a matter of conviction, believing it the duty of all business men to be interested in this big business, with a view of getting the best men to fill the offices in question.

In my ten months' experience as a member of the Senate I am convinced more than ever before of the importance of business men like you becoming more interested in politics, as what the country needs is "less politics in business and more business in politics," and I know of no better way to bring about this adjustment than for the business men of the country to become conscience-stricken as to the seriousness of our political problems and take a greater interest in them, as politics will be, if it is not already, running your business.

I mean no reflection upon my colleagues; they have been wonderfully kind to me, and they are a fine body of men, hard working, and they want to do the right thing, but I have observed from my contact with those who have been in the Senate for a long period of time that quite a number have lost contact with business methods and that they are unable to see the changed problems of the country as a business man would see them, and they need your contact, your counsel and encouragement and not your criticism.

What the country needs is more men who think not just for certain local interests and selfish gain, but for the country as a whole, and who feel it their duty to give part of their time and talent to this end.

In my contact with big business men over the country since being

SENATOR W. E. BROCK
Brock Candy Co., Chattanooga, Tenn.

in Washington, who have come there in the interest of some particular item in the 21,000-item tariff bill, which affects their own interest, I have been amazed at how little they are interested in the procedure of their own government, being interested only in the particular item which would affect their own business.

Some I have met and talked with do not even know their own senators and representatives, yet they come to Washington in great distress over some particular item in which they are personally interested, as if something new had happened. This great business of politics is generally unknown to the average citizen, yet, as a matter of fact, it is almost running the business of the country.

If we were to organize a $100,000,000 candy corporation, the first thing we would discuss would be "who would handle this enormous company," and rightfully so. Therefore, do you not see the mistake we make not to have years ago begun to think as to who is going to handle our city, state and federal governments, of which we are all the stockholders?

America is like an individual in a small town who, upon becoming wealthy, finds himself unpopular with his friends and neighbors and, realizing this unpopularity, he grows indifferent and out of harmony with his community and thereby becomes exceedingly unhappy himself.

America controls about seventy per cent of the world's gold. She is a creditor in enormous sums for many of the European countries and is wanting to collect her money, while at the same time she is building up a tariff wall so prohibitive that other countries cannot send their products to America and thus are prevented from paying the debts they rightfully and admittedly owe.

It is only natural they envy America, and sensing this unpopularity among the nations of the world, America, too, may grow indifferent, and this lack of harmony cannot be conducive to our happiness.

Those foreign countries are not to blame. They do not want a tariff war with us. They want to buy our goods, which we must sell to achieve prosperity at home. But they have no choice. There is no way in which they can buy our goods unless we permit them to sell us something.

Otherwise we have every reason to expect retaliation from other nations that may be unfavorably affected by our tariff policies. Thirty-three nations have already protested against our tariff bill, to which Congress has devoted the last fourteen months of its time in writing. Other nations have already erected tariff barriers and our exports are suffering.

In comparison with the same months a year ago, our export business has fallen off at the rate of two billion dollars per year, and the difference between this country's satisfactory and unsatisfactory business conditions is its export trade.

Some of you may say "that will not affect our particular industry because we do not export any goods." It affects everybody because success of any line of business is dependent on the success of other lines.

The duties collected last year, as given by the Commissioner of Customs, was approximately $604,900,000. The increase by this new tariff bill amounts to approximately $60,000,000 annually, meaning, I predict, a much greater decrease in export goods than the first three months of this year would indicate.

While I believe in a reasonable and just protection, I am not in favor of a protecitve tariff which would be equivalent to an embargo or a justification for a retaliation by other countries.

So I want to say to you in conclusion that men who are big business men, captains of industry, had better give more attention and become more interested in this big business, POLITICS.

The country is getting tired of petty politics and should demand "less politics in business and more business in politics."

The world is hungry for, and will follow, unselfish leadership, but when leadership is not founded on unselfish motives it is weakened.

TAG Products New Home

The C. J. Tagliahue Manufacturing Company of Brooklyn, manufacturers of industrial laboratory instruments, have just acquired the property of the American Tobacco Company occupying one whole block on Park avenue between Nostrand avenue and Sanford street, Brooklyn.

The new home of TAG products will be a model for efficiency. From introduction of raw material to the completed products mobile, straight-line production will prevail. Executive offices will be located on the third floor where they will command a centralized approach to every department.

The Tagliahue Company expects to move from its present location in Bush Terminal to their new quarters about July 1st.

Package Goods Group Meets at Chicago

ONE of the biggest little meetings held in connection with the N. C. A. convention was the gathering of package-goods manufacturers held June 4, following the regular session of that afternoon. D. W. Aberle of Henry C. Garrett, Inc., St. Paul, presided and directed the discussion which covered subjects ranging from the recent vogue of small pieces running from 80 to 120 to the pound to suits brought against manufacturers by individuals alleging damages as a result of the pressure of foreign materials in candies. About 60 attended this meeting.

Louis L. McIlhenney of Stephen F. Whitman & Son, Philadelphia, called attention to the large number of packages containing small pieces being sold this year. He questioned whether the consumer really wants this type of candy or whether manufacturers haven't simply started another game of "Run Sheep, Run."

"We are prone to think we find out what the public wants but we don't actually find out very often," he said. "We find out what our salesmen and their dealers want, and too often we do what they ask us to do. It's foolish for any manufacturer to put out too many packages at one price. We will not put out a new package unless we believe there's a really definite need for it. Don't pay too much attention to what your salesmen say. Go around and do some observing yourself."

One of the manufacturers present from Boston expressed the view that the small piece running from 80 to 120 per pound is here to stay. He warned those present, however, that poor grade chocolates are being offered at 40 cents per pound.

Bruce R. King and Dr. Bates of the Frigidaire Corporation, Dayton, O., told of their company's experience in building refrigerated display cases for retail stores. They find, Mr. King explained, that 70 degrees is a satisfactory temperature for keeping candy and it seems likely that 80 degrees is not too high, provided the humidity is kept low. The Frigidaire Corporation promised to continue its activities looking to the production of a medium-price display case in which candy may be kept at its best regardless of the outside temperature.

The report of Porter King, chairman of the Retailers' & Jobbers' Service Committee was read at this meeting by Mr. Aberle. It told of the distribution of the pamphlet "Delivering Fresh Candy to the Consumer" and recommended that packages be dated at the time of shipment.

L. C. Blunt of The W. C. Nevins Company, Denver, reported that his company had sold 42 Frigidaire Candy Castle display cases to retailers since January 1. The performance of these cases will be studied and analyzed before more are sold, he said.

Getting back to the number of boxes needed by a manufacturer, E. S. Bedford of Repetti, Inc., Long Island City, N. Y., said that he felt the trade, especially in New York, needed new packages almost continuously. Competition makes it necessary for the manufacturer selling in this market to bring out something that possesses novelty. Replying to this opinion, Mr. McIlhenney said: "Nearly everything in this business depends on the control you exercise over your salesmen. Be sure that they sell candy, not packages."

Several Southern manufacturers reported on conditions in their territory. A group of them have been using uniform package inserts. N. J. Nadherny explained that the N. C. A. was now prepared to sell uniform, attractive inserts with the manufacturer's name imprinted at very low cost. These inserts offer the customer a copy of Dr. Bundesen's booklet, which is sent, without cost, to the manufacturer from national headquarters.

Virgil Hollingsworth, Hollingsworth Candy Company, Augusta, Ga., made the interesting statement that his company's observation of the code of ethics with respect to not allowing full credit on returned goods was saving him from $1,000 to $1,200 each month.

GREER

Confectioners Machinery that pays dividends

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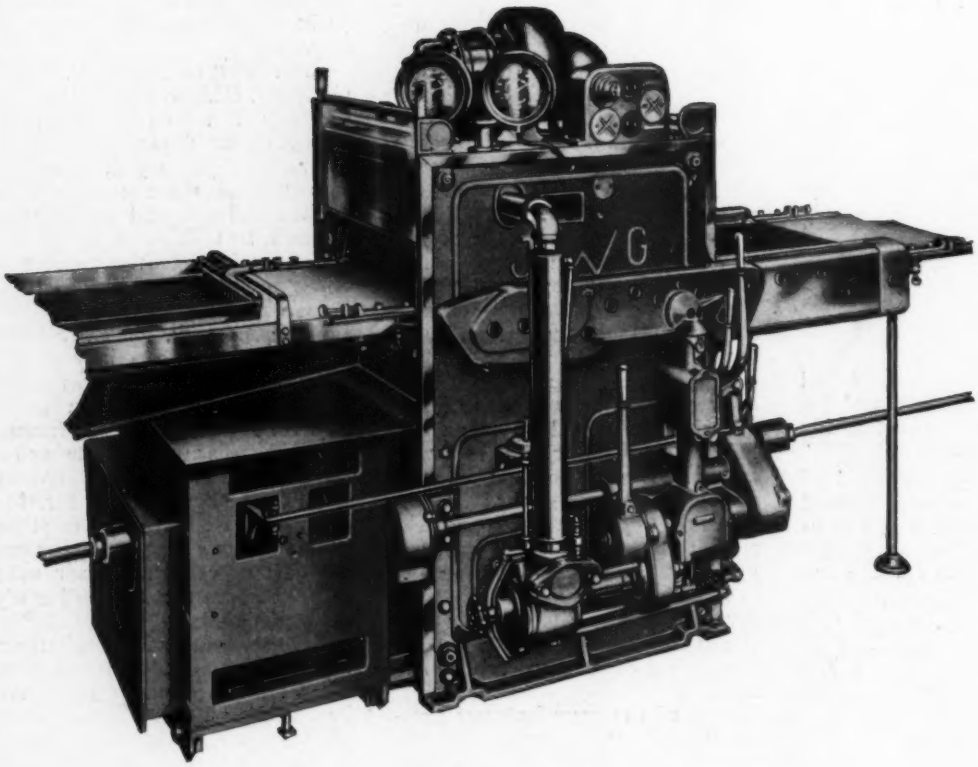

This fan blows the surplus chocolate off the centers leaving the EXACT amount desired. Did you ever stop to figure how much you are losing if the percentage of chocolate runs even ONE Percent above that desired? It can easily amount to $20.00 per day! Your operator may set the fan on some Coaters or Enrobers to give a 30% coating and you may get 30% for awhile, but when a belt is used to drive the fan it is sure to slip, and thus give variable percentages of coating—and almost always the percentages are higher.

The Fans on all Greer Coaters are mounted directly on the Motor shaft and consequently give an even blast of air thus ensuring the same percentage of coating, for any certain setting, at all times. This MEANS ONE AND MONEY SAVED IS NEY chines do you have which hav aid fo Year? Every day that you op e an

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RER COMPANY

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Street CAMBRIDGE, MASS.

you are making a payment on a modern Greer Coater—Why not install Greers and enjoy greater profits?

Many users of Greer Coaters have stated that the Fans alone have paid for the machines. The well designed, absolutely silent Fan Unit is only one of the many money saving features of Greer Coaters. It will pay you to investigate before investing.

You can secure Automatic Feeders, Bottoming Attachments, Automatic Temperature Controls, Detailers, Cooling Tunnels, Cooling Machines, Melting Kettles, Cooling Slabs, Crystal Racks and special machines which are also good profit makers.

An inquiry places you under no obligation.

Candy's Vanishing Saturation Point

An Impartial and Constructive Analysis of the Candy Industry

By DR. ALFRED H. WILLIAMS
Department of Industry, Wharton School, University of Pennsylvania

Address at Convention of the National Confectioners' Association, Chicago, June 6, 1930

I HAVE been invited to appear before you and discuss the Institute Movement in American Business. I know that you men are not academicians, you are not interested primarily in the history of the Institute movement except insofar as it can apply to your industry.

You are candy manufacturers. You are in business primarily to make profits and you are not interested in this discussion of mine only so far as it can point to profits.

For this reason I am going to divide my talk into two parts, the first of which will deal with the general Institute movement in this country, and in the second part I shall attempt to make application to your specific industry.

You will pardon me in that second part if I rush in with all the courage that comes from ignorance, because that is my situation with respect to the candy industry.

What Is an Institute?

As far as the general Institute movement in this country is concerned, it is a post-war development. The name "Institute" probably originated because of the fact that Elbert H. Gary, than whom there were few industrial leaders more capable, in 1908 brought the steel men together, brought their competitive situation from a state of chaos into a state of orderly industrial government, and people liked the name "Institute" probably because of Gary's influence.

Post-War Boom in Institutes

But it was not until after the war that the Institute movement assumed the proportions of a style craze. I could go through and enumerate dozens of Institutes—the Cotton Institute, the Wood Institute, the American Meat Packers' Institute and all the rest of them. They run all the way from Dry Milk to Spring Beds. If you will turn to the government list, you will find them there.

If I had the time and you gentlemen had the patience, I could analyze the movement and show that the term "Institute" has no necessary significance. There are trade associations which perform the same functions as Institutes and there are Institutes which perform a large variety of functions, so that we can pass that by.

Another characteristic is the desire to bring a well known nationally prominent citizen from the outside into the industry and pay him a very substantial salary. For instance, in the cotton industry it is reported that the offer was made to Mr. Hoover to head the Cotton Textile Institute and that he was proffered a salary of $150,000 a year, but Mr. Hoover, with wise foresight, declined to take the job and it was offered to Jeremiah Smith, the prominent Boston attorney, who is noted for his work in the financial rehabilitation of European countries. Mr. Smith didn't take it, and finally they secured a man that I think is just as able in this particular field as the two men who didn't take it, and that is Mr. Walker Hines to whom Mr. Morgan has made reference once or twice.

The value of bringing in an outsider and paying the substantial salary that is necessary because of his proven ability has certain psychological values which I shall refer to later but we can pass them by for the moment.

Why Were These Institutes Created?

THIS is the question that I want to ask you men and then attempt to answer it: Why have we had this post-war boom in trade Institutes? I am going to analyze this in a way that I think may be helpful in clarifying your thoughts with regard to your own industry.

Here is the reason you have had Institutes: These men are business men. Industries were losing money or they were failing to make money. In other words, just about breaking even; or they desired to make more money than they were making.

You may say that simple classification is so simple that it isn't of much value. Let's analyze it a bit further. Let me interject this remark to give you some appreciation of the extent to which American industries are not making profits during this period of prosperity which we have been going through—and I take what to me is the most spectacular illustration, the automobile industry.

I have with me statistics put out

by the Bureau of Internal Revenue which show that in the eight or nine year period, 1919 to 1927, the automobile manufacturers made profits only to the extent of one manufacturer out of every two in any one year. That is to say, that in no year did more than fifty per cent of the manufacturers make any profit whatever, and we normally think of the automobile industry as a prosperous industry. That is the extent to which profits have been wiped out of American industry.

Supply and Demand

Let me analyze that. You are all familiar with the law of supply and demand. It says that if you have too great a supply in proportion to the demand, the price goes down. There are various ways of curing that situation which we shall observe in a moment, but let's consider the supply side of American industry since the World War.

One is the question of excess capacity within the industry. Why do we have excess capacity in American industry? I could go through industry after industry and show you that their situation is comparable to yours with respect to excess capacity. It is because import is an outgrowth of the importance of war, to which we attribute a great many things but there was a wartime demand for the production of goods and services in this country that far exceeded post-war commercial demand.

So that new factories were put up. Not only were new plants put up, but old plants were reconditioned. Let me illustrate what reconditioning means. Let's take the public utility industry. The public utility industry buys its coal, naturally, on a b. t. u. content basis. The technique of the generation of power so changed between 1920 and 1926 that there was a vast increase in the b. t. u. content that was made available from a ton of coal. What effect did that have on the coal industry? We needn't elaborate on the obvious.

A New Philosophy of Production

So that you had new plant, rehabilitation of old plant, a rapidly changing technique, which affected this whole problem of our capacity to produce goods. Furthermore. we had a new philosophy of production of goods and that is what might be called Fordism—specialize, gear up to produce one commodity and produce it in almost countless units and get your unit costs down.

That question of surplus capacity can't be properly judged unless we consider it in relationship to demand. Let me take that last point, Fordism. What is the relationship between that and the demand? Mr. Ford has the theory that the consumption of goods is unlimited, that man's capacity to consume goods and services is unlimited.

I have taught that for fifteen years but I attempt to point out to my students the implications of that philosophy—that whereas man's capacity to consume is unlimited, his capacity to consume particular items of goods is not unlimited.

Let me illustrate the progress that has been made in his capacity to consume goods in this country. Between 1914 and 1928 the consumer's dollar (and I am speaking now of the real purchasing power of the dollar, not any change in the price level) increased from $1 to $1.27. That is a measure of the extent to which the average wage earner in this country benefited by the economic changes which grew out of those years.

Does that mean that all industries participated alike in that increased purchasing power? Where did the 27c go? There are a lot of industries that are asking that question and the answer is that whereas man's capacity to consume is unlimited, his capacity to invent is also unlimited and new goods and new services are steadily pouring in before the consumer's eyes and he buys his wife a permanent hair wave or he takes an airplane ride or he goes to the seashore or he gets a Ford automobile or he buys a radio, ad infinitum.

What Have the Institutes Done About It?

WHAT did the Institutes do about this situation of increased capacity to produce an increased production and unequal distribution of purchases? They had, if we analyze them, well-defined programs with respect to both supply and demand. On the supply side they went after the cost situation and they found it necessary in many industries not merely to prepare a cost manual, not merely to have a Cost Committee, but to send experts in to the field to see that these people were properly educated with respect to costs. The cotton people today have five experts in the field who do nothing but educate cotton manufacturers with respect to costs.

So that if production is going on at the rate of 60% of capacity, that cost shall not be figured on the assumption that they are going to get enough business to run 100% of capacity, which is the point that has been made here so forcibly at previous meetings.

They ironed out vicious trade practices — cancellation of goods, free goods, all of the others. You can enumerate them. They exist in many industries and in many industries have a strictly technical basis about which you cannot give ethical philosophy and say, "Be good and love your neighbor and treat him fairly," because ethics in industry have a technical basis. But that is another story.

I could go through the list.

They went into tehhnical research, and you can consider what the cement people have done; as Mr. Morgan has pointed out, what the cracker people have done. You can go down through the list with respect to technical research and they have gone into economic research and on the demand side they have gone out and attempted to stimulate the man and made market analyses and all the other attempts to produce a rational adjustment to supply and demand.

Then the leaders in the industry got together and they discussed freely, as is their right, competitive conditions within the industry, for the law decrees that you shall not make agreements to restrict production and enhance prices but it does not state that you shall not discuss the competitive situation. Thus far in this country we haven't reached the point where a man is forbidden to gather with his fellow business men and discuss means of preventing suicide.

I could go on and elaborate this Institute thing but I have given you the essentials of it.

What specific application does it have to your industry? (And here

I come to part two of my talk.) This part two might be entitled:

A Stranger Looks at Our Industry

or *"What I learned at the* 1930 *N. C. A. Convention."*

THIS is what I learned, gentlemen—and you will pardon me as a stranger for speaking frankly but I think there is nothing to conceal here and I may glorify the obvious. You will excuse me if I do it but excuse it for purposes of continuity of my story. Here is what I found:

That you are an industry which is easy to get into. A small man in one room which doesn't have to be on the first floor—it can be in the garret or in the cellar; he doesn't have to put enough capital in it to make goods for stock because he can go out and sell the goods first and then make them. This man can come into your market at the most propitious time and literally skim cream. He can do it at Christmas and Easter and other times.

Five Philadelphia candy manufacturers asked me to investigate the situation in Philadelphia—jobber manufacturing concerns—and here is what I found: I found that this concern had a fine business in Easter eggs and they were noted for their Easter eggs. Of the goods they made, they sold about $17,000 worth of goods in the course of a year. That was at the end of a period of decline due to inefficiency.

What did those goods cost them? You gentlemen will not believe this but it cost them $35,000 to manufacture the goods that they sold for $17,000 and you can appreciate why they had a reputation for quality. It doesn't require business ability to get such a reputation.

It goes from that over to Fordism where one manufacturer, perfectly legitimately and on sound business basis, can build up a trade. What is it now? 160,000 boxes a day? Something of the sort. It is almost unbelievable but there is your range.

Let's Analyze Further

Now, analyze your industry from certain other aspects. Here is a group of manufacturers who likely have proven themselves to be, until lately, competent and aggressive, your bar goods branch. They are men who have made reputations in the field but the peaks and valleys in their sales are well known, and if we put them on a chart I venture to guess that the peaks would almost iron out the valleys in the individual manufacturer's figures.

The bad trades practices are well known, so I learned this concerning your industry.

What else did I learn, turning from the supply side to the demand side? I learned from the government bulletin which is available here that the production of candy on a quantitative basis, a per capita basis, has not increased in the last four years. The latest figures for 1929 may be in this report that is to come.

If we turn from quantity production to prices, your sales declined from '26 on until last year when there was a very small increase. What about this apparently static condition? Different attitudes were evidenced to me throughout the meetings of this convention. Mr. Williamson evidenced an attitude of determination to see that this industry went on to greater sales and he chose the advertising and merchandising route.

Mr. Price was very serious about the situation. Mr. Price has a reputation as one of the leaders and he has been thinking about it and he was serious. So was Mr. Kelly. But at no time did anyone evidence pessimism. No one was pessimistic about the situation.

Why weren't you men pessimistic about this situation? First of all, because you considered candy good and you believed with Mr. Bundesen, and very properly, that candy is a legitimate food and has a function in the diet of the people of the United States and you were prepared to stand on that.

Candy a Food with Many Advantages

CANDY is a food. It is a food with a great many advantages from a merchandising angle. Mr. Kelly pointed them out in his presidential address. It is a small unit. It can be sold frequently. The demand for it is steady. In addition to being a food, it is also a carbohydrate food. It competes with crackers and bread and potatoes and ice cream and soft drinks. In fact, about 16.6c of the consumer's dollar is spent for food.

I have dwelt upon the point as to the failure of this industry to be pessimistic, and that is proper. In any industry that becomes pessimistic about the situation, it is not on the road to recovery if that pessimism is too deep.

I was skeptical about this stationary condition of candy, and I sought for a way out. Gentlemen, I am going to present this theory with proper acknowledgements for what it is worth, but to me as an economist it seem to have great potentialities. Let me follow this theory through.

My skepticism was based upon my own reaction to candy. I neither smoke nor drink and I am very fond of candy. Candy has always had an important part in my diet. I point out, incidentally, that I have all my teeth. But there are times when I get fed up on candy and I just don't eat it, and I don't eat it because I believe it is vicious to eat it—I just *don't want* it. And for a while I lay off candy. Then I come back to it, eating more probably than my per capita share.

Physiological Limitations to Candy Consumption

Why do I have these reactions? I have these reactions primarily because, like every other human being, I am a physiological creature, and I am the creature of the habits that go with my physiological structure.

Candy is a carbohydrate but so are a great many other foods carbohydrates and when I asked a physiological chemist at the University of Pennsylvania several years ago what were the physiological limits to the consumption of sugar, he pointed out that they were much more elastic than most people supposed but that the consumption of carbohydrates, which is one of the five important elements in our diet, has rather restricted limits.

I found that that evidence was corroborated by Mr. Bundesen who came before you gentlemen several years ago. This was the statement in the story, the real story about candy, that interested me most: He said, "Carbohydrates take up little more than half of the total diet," and this is what he says under the

caption, "The Real Function of Candy":

"The real value of candy is as a food given in its proper place in the daily diet and used, of course, in the right proportion. It would be no wiser to gorge one's self with candy than with any other food. Temperate eating is what we all need to achieve in relation to all our foods as well as in other habits of life."

That has no fatalistic implications with respect to this industry. In fact, that which may appear to be a barrier to greater progress I think can be converted into a real asset, as I hope to show you.

I found that you gentlemen were giving, and have been giving lately, more carbohydrates for the money than ever before. I found that when one man put out a ten-cent bar with three ounces in it, that another man came along and put out a five-cent bar with two ounces in it. The implications in that comparison I think are very plain.

Now, it seems to me that because we are physiological creatures and therefore Nature sets up her own reaction to ill-adjusted diet, that when that diet gets out of balance, whether we know it or not and despite high pressure merchandising, we get fed up with the thing that is causing the improper adjustment. It isn't psychological; it is physiological. It is not conscious, it's unconscious.

Other Industries Selling Carbohydrates

HERE we have a situation where capacity is enlarged because of the reasons that I have pointed out and here we have some evidence of a slowing down of the growth of your market, and we turn to other food industries selling carbohydrates and we find that the National Biscuit Company puts out a confection with a confection center and gets into the market. We find that the bakery trades gets into the market and turns out what may be properly called a piece of candy. We find out also that modern capital is pouring into the food industries and putting them on to a scientific basis—the General Foods Corporation, Standard Brands, etc.—and when bankers get behind a corporation, it means proper merchandising, scientific research and all of the rest of the things that make for profits.

Here we have expanding capacity with a danger of curtailed consumption. Here we come to the milk in the cocoanut:

The Way Out

I give all due acknowledgment to my friend, Mr. Lund, and to Dr. Jordan and to the other gentlemen with whom I have talked. I think the way out, gentlemen, is to get around that physiological hurdle. That is Step No. 1. You must do that. How is the way to get around it rather than up over it? Here is the way, it seems to me, a stranger:

What is candy? A sweet plus a flavor. Primarily it is a sweet plus a flavor. There are exceptions but primarily that is what it is. How much sweetness should go into candy? I don't know but I challenge you gentlemen to answer the question: How much sweetness should you put into candy? What are the possibilities of cutting down the carbohydrate content of candy in such a way that the consumer doesn't unconsciously become satiated and therefore becomes a regular consumer of your product?

I discovered, in talking with these gentlemen, that there are sugars and sugars. It is a generic term. And that there are some sugars that have unusual qualities. Let me read a statement from Dr. Jordan's book:

"Lactose is the sugar which occurs naturally in milk and will ferment into lactic acid. This fact has caused it to be recommended for human consumption, especially in stomach and bowel disorders. It is not as sweet as sucrose and its use has been somewhat limited on this account.

"A much greater field will be found in the near future for its being made in LARGER QUANITY EVERY YEAR. It is a food sugar which confectioners may well employ in their products."

Elsewhere in the book he says:

"From the standpoint of diet, it is desirable since it is one of the component parts of milk. It is not as sweet as other sugars but this, instead of being a drawback, should be an asset."

Gentlemen, there are untold merchandising possibilities in that idea in the hands of a scientific Institute which will probably investigate the situation. Then people may not cease to eat candy for psychological reasons or for physiological reasons.

There are possibilities of putting roughage into the centers of candy in such a way as to aid the elimination of waste products from the body. But this requires concentrated work of scientists. However, when they go after the situation I am quite sure they can bring in commercial results as they have in other industries.

Population Decreasing—Wealth Increasing

WHAT are some of the other implications of this idea if you can get around the hurdle? That is the question. Here is what you do: You participate in the increased market of the United States, which is going to grow not in terms of mouths because the population in this country is going to fall off rapidly because of restriction of immigration, because of the declining birth rate, because of the readjustment within the population group of various age limits. But the wealth of the United States is not going to cease to grow. It is going to go up by leaps and bounds as it has done since the War.

This is not a cheap market. This is the best market in the world, and when candy consumption hasn't gone up in the last four or five years, it is not because people are afraid to spend money.

Mr. Kelly has pointed out that you have a product that is sold in small units, frequent sales. It isn't a question of budgeting. This doesn't enter into the personal budget. The wealth is there. You've got to find a way to get the wealth, and here is the beauty of it, it seems to me—that it throws out of court Mr. St. Elmo Lewis's argument about Listerine. Concerning the curative properties we know very well. The possibility of research, producing a candy that will aid in ways in which it does not now and at the same time continue

to aid in its present method, is that you are performing a service to the consumer and I have never been persuaded that you are performing a service to the consumer when you get him to use Listerine for halitosis.

Therefore you cash in on candy's natural advantages.

Trying to Keep the Little Fellow Out

Here is another interesting implication to this: I have pointed out the ease of entrance, and your leaders, who are giving serious thought to this question of ironing out vicious competition in the industry, are going to be confronted at all times with the almost insuperable problem of keeping the little fellow out of the game.

Here is its implication from that standpoint: If the big producers in this country were to support a research Institute, both economic and technical, with hundreds of thousands of dollars and were to so organize that the benefits flowed out back to the industry, it would mean that candy making would no longer be done on rule o' thumb methods but would become a scientific proposition and the small fry, unless they were highly efficient (and if they are we don't want to keep them out of the industry) automatically go by the board.

This industry then becomes a much larger scale industry, becomes scientific.

Then these gentlemen who would take Step No. 2, namely: Of working out these vicious trade practices, etc., would have some chance of putting across that program.

The Candy Industry Re-Born

I HAVE had a dream ot a scientific research Institute which shall study this question of a balanced diet, producing commodities with the trade-mark of the Institute which the consuming public could learn to respect and which would vitiate the unfair attacks of the dentists and the tobacco people. I have had in mind a scientific Institute which could produce a piece of candy that would counteract this situation:

If you gentlemen will turn to the report put out by the Government, here is what you are going to find with respect to candy consumption; per capita by States:

Louisiana	**6**	**pounds**
The next State	**11**	**pounds**
* * *		
South Carolina	**5**	**pounds**
The next State (South Dakota)	**11.5**	**pounds**
* * *		
Vermont	**11**	**pounds**
Virginia	**6.25**	**pounds**

What are the reasons for those differences in the per capita consumption? Thus far the answer you have given to me is that they are climatic differences—that candy is an energy food and in a hot climate people just don't want it.

I claim that because of the possibilities which these gentlemen have outlined to me you can produce a piece of candy that is palatable, that is sweet, which the consumer will like, that will have a cooling effect!

Suppose you got the per capita consumption of candy in the Southern States up to the same it is in the North. If you can iron out the competitive situation, that alone will bring this industry from the read over into the black. That is one aspect of the vision that I have had.

Another aspect is economic re-research that will make for high wages and low labor costs as in other industries, so that the unfair attacks (unfair in many respects) which consumer's leagues have against your industry with respect to your wage situation shall be done away with.

I have in mind well run, scientific plants, run by little men if they are efficient but if the little men are inefficient let them get out of the industry. No cellars. No garrets. No guerilla warfare. A jobber who is a jobber. Good retail merchandising with proper temperature controls and all the rest, and a subsidence of the competitive struggle which at the present time is based upon brute strength.

The analogy that came to me when I learned of the success of some of the bar goods was that of a group of miners going into the Klondike, each anxious for a strike, willing to stay in the game because they knew if they got a strike they could retire, sell the plant for a boiler factory.

Gentlemen, that is the pace that kills. That is the thing that we want to eliminate from American industry, and the only thing that is going to eliminate it is brains. Therefore, if you are going to have a truly American industry, you've got to support scientific research and economic research. The only thing that will set you free is facts. You've got to face them. You can't dodge this issue of the physiological aspects of your industry by closing your eyes to it.

Thank you.

Spot Broadcast Surprise Feature of Convention

ONE of the Convention's most effective touches of showmanship occurred on the second day of the sessions. St. Elmo Lewis had taken his audience to a Wisconsin lake and was on the point of landing a 36-pound muskie. A radio interrupted him.

For the next fifteen minutes the crowd of some 300 litsened to a program of popular and semi-classical music interspersed with a talk on candy. To all intents the broadcast came from KYW, one of the Chicago stations. In reality it was made from a room in the Stevens Hotel, the program being played by what the announcers euphemistically call "electrical transcription." In other words the listeners heard a record.

George Williamson, chairman of the Educational and Advertising Committee, explained that the N. C. A. was now in a position to offer radio programs of this type to any manufacturer interested as a means of reaching their immediate sales territory.

"Men have come to me in the past and said 'If I could only advertise nationally, the way you do, it would be a cinch,'" declared Mr. Williamson. "'I could sell all that I want to. We can't get results from newspapers and we can't use magazines.' The radio has come in. The obstacle of difficulty in radio is competing with people who can furnish the highest type of entertainment. Now the local manufacturer can use this type of entertainment, records which cost 300 or 400 dollars up to 1500 dollars, pay his station charge and have all the entertainment you have just heard for ten, fifteen or twenty dollars, depending on how many of you want to use it."

About 20 of those present indicated that they would like to have further details concerning obtaining spot broadcast programs through the N. C. A.

Public Must Know Candy as a Prosperous Industry

Teach Consumers that You Don't Need to Skimp Quality, Says C. A. Radford

Address at Convention of the National Confectioners' Association, Chicago, June 6, 1930

"YOU are doing a splendid job of getting the public to accept your products, but I am wondering if the man in the street doesn't have an interest in your business that you haven't stopped to analyze," said C. A. Radford, publicity manager of the Big Four Railroad, at the Wednesday afternoon session of the convention, June 4. Mr. Radford, long trained in the study of interpreting the public's feelings toward industry, spoke on "Reaching for Good Will."

The candy industry has a clean-cut responsibility to itself to prosper, he pointed out. But it has an equally clean-cut responsibility to the consumer to earn sufficient profits to establish definitely in the consumer's mind the realization that everything is as it should be from the viewpoint of cleanliness and sanitation within the industry, he declared.

"In the first place," said Mr. Radford, "every unsound industry is a liability to society. We can no more quarantine ourselves against sick industries than we can against physical illness, and if your industry is not as healthy economically as it should be, then it is a liability and a menace to society.

"But to those of us who have children, you owe a prosperous industry, to the end that there will be an absence of a temptation in your industry to do the things that sometimes we are very much afraid will be done to the food that our children put into their stomach.

Pure Food Laws Not Enough

"I know that we have pure food laws. We also have an 18th Amendment. The guarantee that the man of the public wants is not a pure food law. The guarantee that we want, and we will have confidence in, so far as the candy industry is concerned, and the thing that we are concerned about, is the purity and the safety of the candy that our children are going to put into their stomachs.

"Our children are going to eat candy; that is sure. We want them to eat candy. They are bound to have it. The thing that means more to me than anything else in the world is: *How safe and how pure and under what conditions is that candy made that my child is going to take into her stomach?* The best guarantee I can have that conditions are as they should be, that there is no cutting of corners, is the absence of temptation to cut those corners and to indulge in improper practices.

"In days gone by we have heard some very revolting stories about what happened in candy making. Undoubtedly, most of those were not true, because, unfortunately, we are so constituted that we give circulation to stories that are damaging to somebody. We are, all of us, more or less gossipy by nature. We like to pass them on and retell them.

"The best guarantee that I and every other parent of a child can have that the candy that our child puts in his stomach is pure is the fact that the candy industry is a prosperous industry—that it is so prosperous that there is no temptation to do improper things—that it is sufficiently prosperous that it keeps up to date in the matter of machinery.

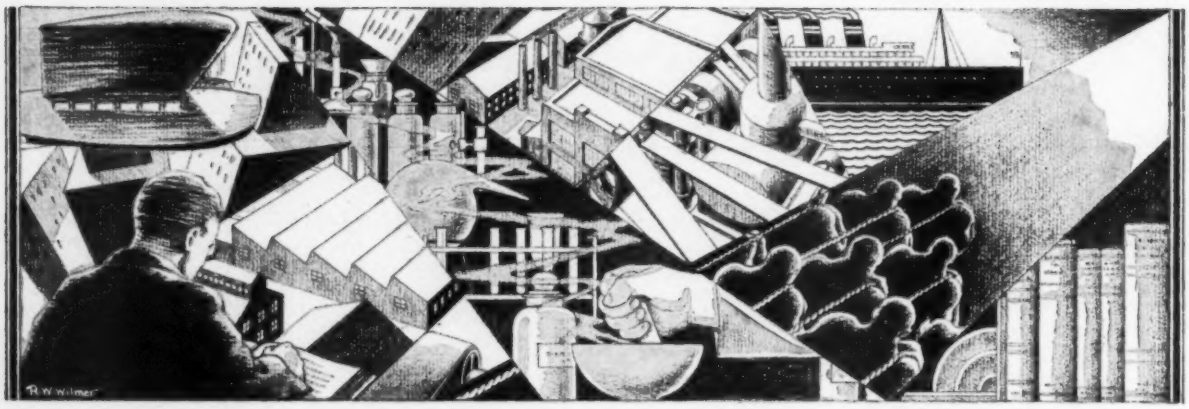
"Those of us on the consuming end would like to know that your industry is so prosperous, that its economic health is so sound that your candy factories can afford to equip themselves with fine equipment and that the candy which our children eat is therefore not at all likely to come from sources that would cause us concern if we knew how it was made.

Let Buyers Know You Can Afford the Best

"To the end that the suspicions which might be in the minds of some people might be allayed, I think it would be well if you gentlemen in this magnificent educational program that you are carrying on, not only your cooperative program but in your individual advertising, would teach those of us of the public more about your industry, about how sound it is, about the way you make candy, about some of this marvelous machinery that has been devised, about the sanitary practices that you have brought in.

"We give our children candy because we love them. Young people give candy to express their tender sentiments of love. On Mother's Day candy, along with the flowers, goes to express our tenderest sentiments. You gentlemen are dealers in delight. You are literally bringing sweetness into the world. You are adding to the happiness of little children by the product which you make and you have a business which it seems to me you can be very proud of, because of the sentimental values that go into it.

"By the same token, you have a business which has very heavy responsibilities. The health of our children is in your hands and that means more to us than anything else in this world."



Monthly Digest of CURRENT TECHNICAL LITERATURE

Wrappings for Confectionery

By E. T. Ellis. Modern Packaging, vol. 3, p. 48.

EIGHT interesting types of paper wrappings for confectionery are described in detail with drawings and dimensions, so that they can be readily reproduced. These are as follows: (1) a useful three-piece paper packing from the chewing gum industry; (2) a two-piece paper wrapping designed for an eight-edged chocolate cream bar; (3) a wrapping for a diamond-shaped chocolate cream; (4) wrapping for a chocolate cream sandwich; (5) wrapping for vanilla chocolate slabs; (6) a generally useful, though quite inexpensive type of paper wrapping (Nos. 5 and 6 extensively used in Europe): (7) wrapping for peppermint candy molded in the form of salmon cutlets; (8) a popular paper wrapping used for nut toffee in England.

Metal Foil. Anon

Food Manufacture, vol. 5, p. 33.

ATTENTION is directed to the fact that the wrapping of chocolate-coated candy in metal foil is a deterrent to the development of bloom and it is, therefore, good practice to foil those pieces most susceptible to bloom. Besides being impervious to air and liquids, metal foil has a marked psychological value, in that the bright, metallic surfaces represent wealth and real, intrinsic value; they inspire a sense of high quality.

Then again, foils exclude light and radiant heat. Few serious investigations appear to have been carried out to determine exactly what happens when specific products are exposed to sunlight. In the dairy industry the catalytic action of light on the oxidation and rancidity of milk fat has been given attention.

(The pronounced tendency of nut centers or centers containing nut pieces to cause the chocolate coating to "bloom" or become gray is not sufficiently recognized by many candy manufacturers. In many assorted boxes the selection of pieces to be foiled is made rather indiscriminately. In view of their pronounced tendency to bloom, the foiling of pieces with nut centers (especially very oily nuts) is worthy of attention.—EDITOR.)

Packaging Materials: A Symposium

Food Industries vol. 2, pp. 13-32.

(1) What Cellophane Offers Foodstuffs. By L. B. Steele. The author discusses the use of Cellophane as a wrapper for a great variety of food products, including candy. After extensive experiments a special moisture-proof Cellophane has been developed that has demonstrated its value as a wrap for products that have a tendency to lose or take up moisture.

(2) Increased Use of Visking. By W. F. Henderson. A new development in the application of seamless cellulose tubing (such as used for sausages) came recently in its use as a wrapper for candy. The Chase Candy Co. of St. Joseph, Mo., is responsible for a clever example of this application. The cellulose tubes are filled with a warm chocolate confection and, before the mass cools, "links" are made by twisting at short intervals and tying a cord around the twist. These "Fidos", as the divisions are called, are finding a wide welcome in the Middle West.

(3) Glassine and Wax Papers. By H. A. Stone. The author describes glassine, wax, wet wax, dry wax, self-sealing, and waxed glassine papers. Waxed glassine combines the good qualities of glassine and wax paper. The paper being already of high transparency, when waxed it is the most transparent wrapping paper obtainable. Furthermore, when waxed the grease-proof and moisture-proof properties of glassine are augmented to such a degree that an absolutely water-proof wrapping paper is produced.

A recent test of loss of water

from marshmallows in different wrappings showed striking results. Cartons of marshmallows were wrapped as follows: No. 1 carton—unwrapped; No. 2 carton—wrapped in one sheet of 30-pound self-sealing wax paper; No. 3 carton—wrapped in two sheets of 30-pound self-sealing wax paper with seams on opposite sides. In a week's time the losses in weight caused by drying out were 7 per cent in No. 1, about 1¼ per cent in No. 2, and about 0.5 per cent in No. 3. Tests made with ice cream showed that waxed glassine used as a wrapper has excellent heat-insulating properties.

Wax paper has not been found adaptable for use next to chocolates, but plain glassine serves admirably for bonbon cups and the like. The smooth surface prevents sticking and is relatively moisture-proof and quite grease-proof. Plain glassine may be embossed in attractive patterns for increased selling appeal. There are degrees of transparency in glassine, a full bleached, highly transparent sheet, of course, making the most desirable package.

(4) New Developments in Folding Boxes. By J. D. Malcolmson. The year 1929 has witnessed what probably is the greatest single advance in the art of folding box design for food products of any one year. Boxes have been developed which not only are absolutely watertight in construction, but which are made of specially sized boxboard which will hold water almost indefinitely. An interesting patent now being exploited calls for the packaging of various food products in hermetically sealed folding boxes which are subsequently exhausted of air in a vacuum, and this air immediately replaced with an inert gas. It is claimed that, as a result, the contents will keep fresh and unchanged over long periods of time. (Such a package would probably be useful for candy containing fats or oils that tend to become rancid. The inert gas would prevent oxidation, which plays a part in development of rancidity.—EDITOR.)

(5) Metal Foil. By W. C. White. The use of metal foil for food products wrapping during 1929 has been characterized by research designed to fix within narrow limits the unusual ability of various foils to exclude moisture, light and radiant heat. Foil-wrapper users who first adopted metal wrappers, both as a moisture seal and for their appearance, have come to realize the value of a sheath of metal in excluding light and heat rays. In the case of a foil-wrapped package exposed to sunlight a favorable heat-insulation effect is obtained from the foil.

Experiments have been initiated to determine what damage may be done to food products of delicate flavor by the action of light. The ability of foil to exclude foreign tastes and odors and to seal in the original flavor and aroma of the product has been so nearly perfect as to surprise the various experimenters.

(6) New Ways of Using Metal Foil. B. F. H. Drexler. A recent development is the metal foil-surfaced or foil-lined carton. This carton consists of the usual paper board combined with a thin sheet of metal foil by a waterproof cement. It is moisture-proof and air-proof, light in weight, has a striking appearance, and is inexpensive in cost.

Another development with far-reaching possibilities for the food industries is the foil-surfaced tight-wrap. This consists of an impervious sheet of foil bonded to paper by a water-proof cement and sealed around a paper shell or carton in the same way as a paper wrapper. The metal surface provides remarkable preservative qualities. In a series of accelerated tests made in a laboratory humidor on marshmallows packed in paper tight-wrapped and foil tight-wrapped packages the contents of the paper carton were covered with mold and were unfit for consumption, whereas the contents of the foil-covered package were as sound and attractive as the day they were packed.

Why Not Use Labels?

The Solution of Many Packaging Problems Lies In the Use of Specially Designed Labels. By A. K. Paul. Modern Packaging, vol. 3, p. 33.

SAMPLES are displayed of a variety of labels of various sizes, including metal foil labels attractively printed in colors (and including some candy labels). One special use of labels is in transforming a standard package into a seasonal one. Christmas, Mother's Day, Easter and other holiday designs can be used for this purpose and adapted to a band, ribbon slide or tab label of a type that can be removed by the retailer after the holiday without detracting from the appearance of the package. This is a simple method of preventing the losses that otherwise accrue from unsold seasonal packages.

Labels are advantageously used as a means of closure for Cellophane wrappings, thus performing the double function of closure and mark of identification. Labels can be used to advertise a product not only by their presence on the product itself, but by a judicious application to mailing pieces or stationery used by the manufacturer, thus linking the name of the product with the name of the manufacturer.

The Packaging of Chocolates

By J. Valentine Backes. Food Manufacture, vol. 5, p. 41.

IN the selection of the grade of strawboard from which chocolate boxes are made the resistance to moisture absorption and penetration is the chief factor. Damage from humidity in the form of sugar bloom is a common trouble. No box at present commercially suitable for chocolate packing will completely resist penetration of moisture when exposed to air of high humidity, but from an examination of boxes made from different makes of strawboard it will be found that some are more resistant than others. Another factor in moisture absorption is the amount and type of glue or other adhesive used. The adhesive is usually highly susceptible to changes in temperature and humidity.

It was originally supposed that transparent wrappers prevent all moisture from penetrating through to the box. Although these wrappings will not permit liquid water to pass through them (as many of the demonstrations show by pouring water into a sheet of the material) they are not impervious to water vapor, particularly in very humid atmospheres. Expansion and shrinkage of the wrapping is due not to heat, but to humidity. When the transparent wrapping is fixed on the box it should be such that the fluctuation of humidity, which it must necessarily experience on leaving the factory, will not make it either too loose or too taut. The degree of

expansion and contraction should be determined in advance for the particular type of wrapping used but, generally speaking, it is better not to expose the wrapping to too dry an atmosphere prior to immediate use.

The air space inside a packed box should always be kept at a minimum. The greater the air volume, the greater is the amount of moisture capable of being carried as vapor and, conversely, the greater is the amount of deposition of moisture by condensation with fluctuation in temperature. In some cases the wax used in lining papers is too brittle because wax of too high melting point is used. Papers having a wax content of about 15 per cent, other factors being satisfactory, give the best results, as far as protection of the goods against humidity is concerned. A point worthy of note in packing assorted chocolates is to foil those pieces most susceptible to bloom, such as fatty and nut centers. The foil is a deterrent to bloom and, moreover, saves the general appearance of the box should these few pieces be inclined to become dull in appearance.

The packing of chocolates in an air-conditioned room is an asset which cannot be over-rated. A box having been selected of good durability and resistance to moisture, and due care taken in assuring that the shavings, paper divisions, lining papers, etc., are all thoroughly dry before use, all that remains for successful packing is that the small air space left in the packed box be filled with air of relatively low humidity (about 60 per cent relative humidity).

Air Conditioning Takes the Grief Out of Candy Making. Anon

Factory and Industrial Management, April, 1930, *p.* 806.

THE author describes a 50-year battle with the weather waged continuously by the W. F. Schrafft & Sons Corporation, and brought to a successful conclusion in its new Charlestown, Mass., plant. The evolution of weather control within the factory began with locating the dipping room in the basement and has now reached a stage in which an air-conditioning plant of 700 tons capacity supplies conditioned air to practically every corner of the factory; about 500 tons is used normally for air conditioning and the balance for direct brine cooling of storage rooms. The installation does four things: it controls temperature, humidity, purity, and distribution of air.

Practical Hints on Chocolate Packing

By R. H. Morgan. Food Manufacture, vol. 5, *p.* 43.

FOR the packing of chocolates nothing has been found as suitable as cardboard. The quality of the cardboard is important and it is essential that it be odorless and reasonably free from lime and other chemicals. To a limited extent wooden boxes are also used, more particularly for packing those forms of chocolate which are liable to break easily, and for larger weights where cardboard is not sufficiently strong (the writer is speaking of English practice).

In order that the package may make the greatest appeal to the consumer it is essential that the anticipation aroused by the exterior shall be balanced by the attractive appearance and arrangement of the contents; many packages fail in the proper balance between exterior and interior. The work of the girls who pack the chocolate should be studied from the point of view of reducing unnecessary strain and enabling maximum output to be produced with minimum effort. This involves a systematic arrangement of the trays of the various lines used in the assortments and attention to such details as suitable lighting and seating.

A considerable amount of chocolate is exported from England and, owing to the different climatic conditions in various parts of the world, it is customary to foil each piece. Further precautions against adverse atmospheric effects are also taken by exporting in tin-lined cases and, for certain countries of high humidity, the foiled chocolates are themselves packed in hermetically sealed tins.

Chocolate

French Patent No. 672,318 *to Ernst Oppenheim; Chemical Abstracts, vol.* 24, *p.* 2213.

CHOCOLATE is made rich in vitamins by treating it after manufacture with continuous movement or in thin layers by ultra-violet rays.

Cacao Preparations

British Patent No. 317,335 *to Postum Co.; Chemical Abstracts, vol.* 24, *p.* 2213.

CACAO beans are agitated in a rotating cylinder for about 20 minutes at 50 to 55° with about 25 per cent of their weight of water (added at boiling temperature). They are then further heated for 30 minutes at 70 to 75° under reduced pressure to reduce the moisture content, further heated to 106 to 110°, rapidly cooled, cracked, degermed and hulled and disintegrated for chocolate manufacture.

Sterols of Cacao

By H. Labbé, H. de Balsac and R. Lerat. Comptes rendus, vol. 189, *p.* 864.

THE proportion of total sterols in cocoa butters of different originals was found to vary from 0.26 to 0.79 per cent. The beans themselves contain from 0.2 to 0.35 per cent of sterols, the germs contain very small proportions, and the husk from 2.4 to 3.3 per cent (7.8 to 9.3 per cent of the cocoa butter yielded). (The sterols are important substances because they probably have considerable influence on the consistency of cocoa butter and because vitamin D is produced from sterols such as ergosterol, e. g., by irradiation with ultra-violet light.—EDITOR.)

Miss Fanchon supervises the weighing-in of some of the members of her "Box o' Candy" Company.

"Tripping the Light Fantastic"

with the Aid of Sweets

JUST to prove that candies are no more fattening than any other wholesome food, the Fanchon and Marco Review "Box 'O Candy" has been started on a 36 weeks' tour of the country during which time it will be billed at Fox Theatres from coast to coast.

This unique and diverting presentation was written and produced through the efforts of the Educational Department of the National Confectioners' Association and with the hearty cooperation of Fanchon and Marco, the producers. When the idea was first brought to the latter's attention out in Hollywood, they immediately looked upon it with favor as it offered a means of discouraging the severe dieting craze which had beset stage and screen stars enmasse. Its suggestion came at a propitious time; producers were beginning to realize that the vitality and morale of many members of their casts were being lowered to an alarming degree by this "slenderness fad" and that it was working to their disadvantage. The stage being all set for some idea that would tend to offset this sort of thing, it did not take Fanchon and Marco long to put into effect the N. C. A.'s suggestion.

The review "Box 'O Candy" is rather original; all the girls in the cast have been put on an "energy diet" which includes, at the least, one pound of candy per week per girl. During one part of the performance, just before the closing number, the members of the cast gather around a candy box and partake of their ration of candy so that they may go through with their last strenuous terpsichorean endeavors with as much energy and pep as in the earlier numbers.

Beginning at Los Angeles and on the opening day in each city visited by the troupe, the official Sealer of Weights and Measures weighs each member. The purpose of this is to prove that, contrary to the general opinion, a daily ration of candy promotes one's physical fitness rather than causes an increase in that person's avoirdupois.

The present schedule, which is subject to change, is given below for the benefit of local manufacturers who are desirous of tying in with the publicity. Progress of the experiment will be given out weekly to the local newspapers, together with photographs of the girls weighing in and partaking of their energizing sweets. Further information may be obtained from the Educational Department of the National Confectioners' Association, 111 West Washington street, Chicago, Ill.

Following is the itinerary of the "Box O' Candy" troupe which, however, is subject to change:

Theatre	City and State	Date
Loew's State,	Los Angeles, California	April 24
Fox,	San Diego, California	May 1
Egyptian,	Hollywood, California	May 8
West Coast,	Long Beach, California	May 16-18
Fox Wilson,	Fresno, California	May 22-24
California,	San Jose, California	May 25-28
Fox,	San Francisco, California	May 30
Fox,	Oakland, California	June 6
Elsinore,	Salem, Oregon	June 14-15
Broadway,	Portland, Oregon	June 19
Fifth Avenue,	Seattle, Washington	June 26
Post Street,	Spokane, Washington	July 4
Grand,	Great Falls, Montana	July 12-13
Wilma,	Missoula, Montana	July 15-16
Tabor Grand,	Denver, Colorado	July 17
Fox,	St. Louis, Missouri	July 24
Wisconsin,	Milwaukee, Wisconsin	July 31
Fox,	Detroit, Michigan	August 8
Lafayette,	Buffalo, New York	August 16
Palace,	Worcester, Massachusetts	August 23
Palace,	Springfield, Massachusetts	August 30
Capital,	Hartford, Connecticut	September 6
Palace,	New Haven, Connecticut	September 13
Palace,	Bridgeport, Connecticut	September 20
Palace,	Waterbury, Connecticut	September 28-30
Fox,	Brooklyn, New York	October 3
Fox,	Philadelphia, Pennsylvania	October 10
Fox,	Washington, D. C.	October 17
Fox,	Atlanta, Georgia	October 27
Majestic,	Miami City, Oklahoma	November 5-6
Orpheum,	Tulsa, Oklahoma	November 7-9
Orpheum,	Oklahoma City, Oklahoma	November 10-14

NATIONAL F

WITH the Bausman Decorators for chocolates—a 1930 sensation in dipping—National maintains its lead of 38 years.

HARD FACTS

1. Hand-dipped quality goods manufactured on the Enrober — decorations formed from the chocolate on the piece, just as the hand dipper does it, which YOU probably can't tell from hand-dipped and decorated goods. Candies with an amazing eye-appeal—your trade will marvel at the decoration.
2. This is now possible through the NATIONAL BIG FOUR:
   The ENROBER
   The BAUSMAN DECORATOR
   The NATIONAL AUTOMATIC TEMPERATURE CONTROL
   The NATIONAL DETAILER
3. Saves $80 to $160 per week by eliminating four to six operatives on a 24" Enrober.
4. Doubles production of fine goods. Belts may now be run at full speed.
5. Will decorate an endless variety—any size of piece—in the modern and hygienic way. Even tiny 140-count pieces and long bars as well.
6. Just what you have been longing for, to produce and meet the demand for the present popular "petites" or "diminutives" which show such a meager profit hand-dipped and decorated.
7. Expert supervision is not required.
8. Competing against the market for hand dippers in the peak season gone forever.
9. Run a complete assortment at one time on the same Enrober—each kind separately and individually decorated. Pack off the delivery belt and ship —no further useless and costly handling.

National Equipment Company

Springfield, Mass., U. S. A.

Follow the N

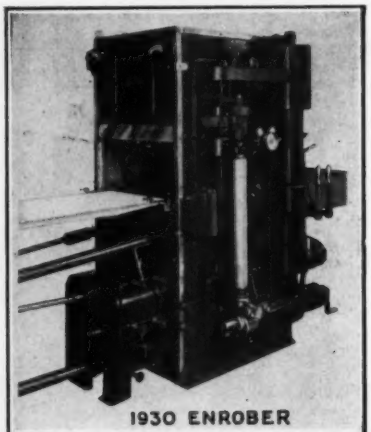
L PIONEERS AGAIN

You must get your profits from manufacturing operations: therefore you must cut your costs. Don't delay; see our samples. Our engineers will gladly call. No obligation.

If desired, you can have a machine installed in your plant on trial. Bausman Decorators are made to fit 16", 24" and 32" Enrobers and Springfield Coaters.

This is an actual photograph

the National Trail ⟶



1930 ENROBER

SPRINGFIELD CONTINUOUS COOKER

CHERRY DROPPER

BONBON COATER

NATIONAL EQUIPMENT B
FOR EVERY CANDY M

READ THESE C

***The* 1930 ENROBER and the BAUSMAN DECORATOR** will give you a production of 1000 pounds per hour on 120 count pieces. It operates without expert supervision because it has Automatic Feed, Automatic Temperature Control, Automatic Detailer and Automatic Decoration. It handles any kind of piece. The coating thickness is uniform on all centers. The Enrober unit will operate 60 minutes every hour, hour after hour.

***The* AUTOMATIC MOGUL and the CHERRY DROPPER** will give you a production of 1650 pounds per hour on cream cherries. This machine combination requries but three operators while former methods to equal this output would require 18 female and 3 male workers.

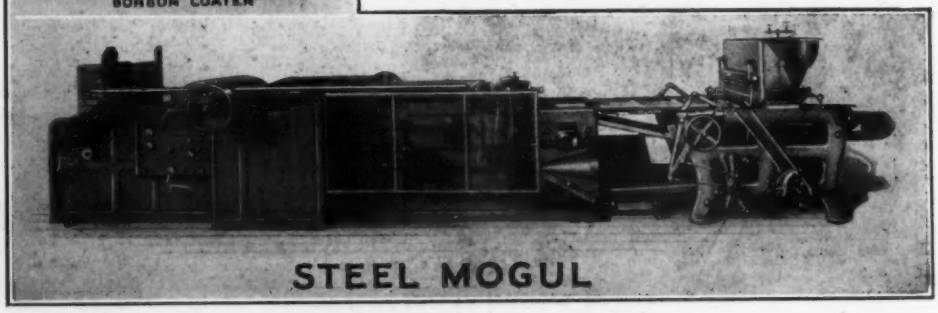
***The* HEAVY DUTY DEPOSITOR** will give you a production of 1200 pounds per hour of cocoanut slugs or 1800 pounds per hour of jelly beans. It will handle two-color work in either cream or marshmallow. The tank may be divided longitudinally for operation with two pump bars.

***The* CAREY PRESS and the NEW HARD PRESSING EQUIPMENT** will give you a production of about 280 pounds ten times in a ten hour day of continuous operation. This new equipment may be installed in any 16" ram Carey Press. Operating at 8000 lbs. per square inch pressure you may produce cake analyzing 14% cocoa butter, or better, any amount of butter may be left in the cake from 14% up.

***The* HEAVY DUTY TEMPERATURE CONTROL** attached to a kettle or tank holding at least a ton of chocolate will temper down a ton from 110° to 89° F. in 45 minutes. When the correct point is reached, the chocolate is held automatically at the desired temperature. Chocolate is drawn from the bottom and returned to the top of the mass—thorough mixing is maintained.

National Equipment Co.

SPRINGFIELD, MASS. U. S. A.



STEEL MOGUL

FOLLOW THE N

BUILDS A MACHINE MAKING PURPOSE

COLD FACTS

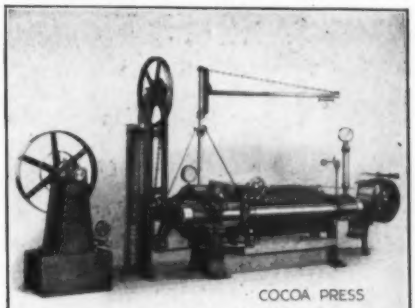
***The* BONBON COATER** will give you a production of from 800 to 1200 pounds per hour on the popular cocoanut bonbons. With this machine, three operators now do the work that formerly required twenty-one. We will train your man to make the cream and coat the goods. Goods may be mechanically or hand decorated, as desired—the change from one to the other is made easily.

***The* FONDANT COOKER** will cook a barrel of sugar at a time in about twenty-five minutes. It is the safest cooker on the market; the cooking coil is immersed entirely in the syrup. There is no waste heat. The motor-driven stirrer circulates the syrup around the coil.

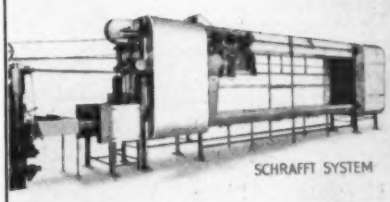
***The* SPRINGFIELD CONTINUOUS COOKER** will give you a production of 600 pounds per hour of extremely dry-cooked hard candy. Perfect mechanical control of the cooking operation is maintained and continuous production of a uniform product—"high" or "low" cook is assured. This machine requires but one operator whereas the old methods of accomplishing the same work would require at least three operators.

***The* BAUSMAN BATTERY** will give you a production of 350 to 800 pounds per hour of chocolate coating, depending on your standard. The production is greater than by old methods, quality for quality. No dismounting. Grinding plates may be changed in two hours and plates may be recut. Requires one operator.

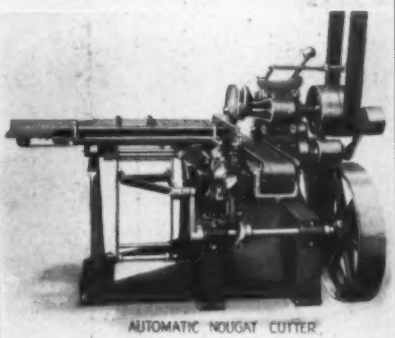
***The* AUTOMATIC NOUGAT CUTTER** has automatic feed and positively actuated feed table. The knife cuts both ways on both the forward and return stroke giving an exceptionally large production. Will feed both slabs and strips. An automatic trip protects the feed plate from damage by the knife on completion of the cut. 40 cuts per minute—twice average production.



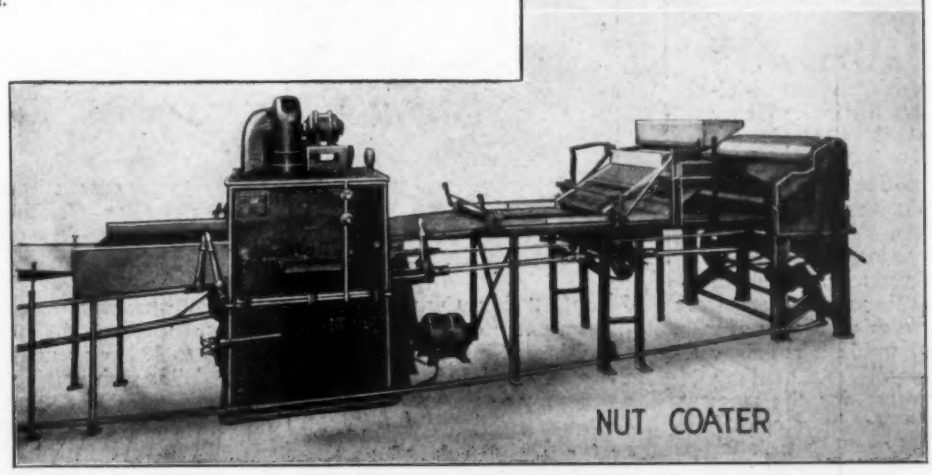
COCOA PRESS



SCHRAFFT SYSTEM



AUTOMATIC NOUGAT CUTTER



NUT COATER

THE NATIONAL TRAIL

Organize *for* Safety

It Means Dollars in Your Pocket

By W. H. CAMERON
Managing Director, National Safety Council

A message to the National Confectioners' Association

IT is a pleasure indeed to address a message on the subject of safety to confectioners throughout the country for I feel they are an "ideal" audience. For two reasons: first, as an industry, you have done practically nothing in organized safety work; second, you realize the achievements possible through cooperative effort . . . a certain large tobacco corporation can testify to the strength of your organization and the records of the Federal Trade Commission illustrate it. Since you well realize the power you can exert through working together, I believe you will appreciate the opportunity ahead of you in safety work.

Most of us rise to our moral obligations somewhat heavily. But with what alacrity we hasten to do our duty if it is going to bring us a balance on the right side of the ledger sheet! Consequently, I shall resort to a little subterfuge to interest you in your duty of saving the lives of your workers, preventing the misery and sorrow, the anguish and the suffering that are the toll of accidents in your plants. Safety means dollars in your pockets. Henry Ford has said, "Production without safety is inefficient. Accident prevention is absolutely an essential part of the industrial program. While we take great pleasure in giving employment to maimed men, we believe that we are doing a far greater work by preventing this maiming of men. We feel that accidents are absolutely unnecessary."

Let us forget for the moment, however, the bloody record of industrial accidents that took 23,000 lives last year, and look at the economic side. The records of our National Safety Council are filled with examples. Just last week, Mr. Temple Williams, secretary of the Dodge Manufacturing Company at Mishawaka, Indiana, wrote to me of his company's experience. Let me read this excerpt from his letter:

"The reduction of accidents in any plant can be accomplished only when the management recognizes the problem as a production problem of major importance. That the Dodge Manufacturing Corporation is on the way to its solution is due to two things: First, the discovery that the direct and indirect cost of an apparently small number of accidents is a large sum; second, the discovery that membership in the National Safety Council, at a cost in our case of only $75 a year, is the best way to annual saving in our costs of from $10,000 to $15,000."

I might quote from scores of other letters we are constantly receiving.

Let us consider this Dodge case. This plant, employing around 700 men in the manufacture of machinery, invests 25 cents a day in safety and saves $50. There is my subterfuge, for I know you will listen attentively to any proposal that promises you fifty dollars return daily for an investment of a quarter!

My first premise, gentlemen, is that *safety pays*. The Buick Motor Company record is another illustration for after five years of organized safety work, officials found they had saved $300,000 and protected between two and three thousand men. The Fisk Rubber Company in the same length of time saved more than $100,000 on premiums and nine thousand men from injury. The American Smelting Company decreased its former accident rate 76 per cent and found it had saved nearly $2,000,000. The United States Steel Corporation figures the return on its safety investment at the impressive sum of $5,000,000.

And safety not only saves money; it stimulates production. Mr. August L. Kaems of the Simmons Company, Kenosha, Wisconsin, tells of safety methods for operating their presses that gave them a record of four years without a finger lost. He says, "Our experience has been that whenever we made a job safe we increased the production from 15 to 150 per cent."

With such notable examples as I have mentioned, you may wonder what keeps our national industrial accident rate so high? Generally speaking, it is the large plants that have discovered the savings and profits inherent in accident prevention, though there are small plants

justly proud of their safety achievements. But our small plants constitute about 70 per cent of our nearly 300,000 industrial plants in the United States and their increase keeps boosting the rate. The majority of them have not given attention to safety. Many of them are not insured and have not the aid of insurance companies. Most of them do not belong to organizations where they hear safety discussed. They are isolated.

Attitude of Some Plants

There is, moreover, an unfortunate attitude among many of the smaller plants which do carry insurance. When they pay the premiums they feel absolved from the whole responsibility of preventing accidents. They regard an accident as merely the insurance company's hard luck, ignoring the vital fact that insurance rates are based on experience, and that in addition the indirect costs of each accident are at least four times the direct costs—in other words, each accident costs the company four times as much as the injured man receives in compensation.

Many companies fail to cooperate with their insurance carriers. The employer too often regards the insurance engineer as a necessary evil. He is admitted to the plant reluctantly and his recommendations are complied with grudgingly. The insurance company cannot be expected to shoulder the whole job and many companies lose much valuable help through their attitude of non-cooperation. The insurance engineers find a different attitude in companies which are affiliated with the National Safety Council—among the executives, and supervisors and among the rank and file of the workers. Through their association with the Council and with other sources of information and inspiration, these companies have seen the light and become receptive to new ideas.

Compare your own cases. As an industry, you have not tackled the job of cutting down your accident rate. As a result, your compensation costs are high and your record not an enviable one. Let me say at this juncture, gentlemen, that I come here today as a constructive critic. I realize I am not praising you. In fact, I am saying "You are not doing your duty." But I also shall offer, I believe, a remedy.

Organize for Safety

Continuing to overlook for the moment, the beneficial and humanitarian advantages of accident prevention, I believe you will agree that organized safety work is wise and sound. That the savings will justify the effort and cost. Looking forward, competition for trade will be even keener tomorrow than it is today. Industry will keep pace by increasing production. Science—ever ingenious, ever inventive—will contribute to this higher production as the world moves into a swifter age. Success, however, will come only to those executives developing even greater operating efficiency. Efficiency demands safety. One accident may be of small significance but an accident is a failure—and it doesn't take very many minor failures to cause a major one. No; tomorrow's industries will be safe.

So I suggest that you organize for safety. Your National Confectioners' Association offers a splendid medium. Many organizations such as your own are cooperating closely with the National Safety Council to outlaw accidents.

Consider the achievement of the Portland Cement Association. With one or two exceptions, the members of the Portland Cement Association and the members of the Council's Cement Section are identical. The story of their progress is most dramatic.

During the years 1921, 1922 and 1923, the industry suffered an enormous accident rate and the leaders organized for safety through the Council. In 1924, one plant operated for a calendar year without a lost-time accident. The following year, two plants reported no accidents. By 1927, the number was ten without an accident. In 1928, the total was seventeen and during the past year, twenty-seven Portland Cement plants operated without any lost-time accidents whatsoever

Within this astonishingly short period of a half dozen years, this group has reduced accidents 75 per cent.

There you see, gentlemen, the possibilities of cooperation for safety.

And it is not altogether an isolated case. The American railroads—every Class I road but one being a member of the Council's Steam Railroad Section—reduced accidents among employes 60 per cent during the past fifteen years. I might add that the one railway not cooperating through the Council stood last among the Group A, Class I roads in the 1929 safety competition.

Today there are nearly 200 plants working together to reduce accidents through the Council's Food Section. Nineteen of these plants are candy and chocolate manufacturers and form the Confectionery Manufacturing Division of the Section. They are doing the pioneering in safety for your industry.

Among them, they are educating 11,200 workers to higher standards of health and safety. *Two of these plants operated for the entire year of 1929 without a single lost-time accident!* The Food Section is making progress as a unit too. During the year just ended, they achieved a group accident reduction of five per cent.

What of the Candy Industry?

But what about your industry? Is it as hazardous as some of the others I have mentioned? Mr. W. D. Keefer, Director of the Council's Industrial Safety Division, writing in the May issue of *Food Industries*, says: "Candy making is one of the least hazardous of all specialized industries, both from a viewpoint of accident frequency and accident severity." Mr. Keefer compares the rates of confectionery plants in the Confectionery Manufacturing Division of the Food Section (the 19 plants I previously mentioned), with the rate for all industry and finds their frequency rate only 11.12 against that of 24.52 for all industry; the severity rate but 0.33 against the average rate of 2.03 in 1928. Only one other group had a better record—the manufacturers of rubber footwear.

Bear in mind, however, gentlemen, that this record was established by the candy manufacturing plants cooperating through the Council's Food Section. It does not represent the industry as a whole. In fact, the agent for a large compensation insurance company told me just last week that candy plants were considered poor risks by his organization.

"Why?" I asked him.

"Because of neglect," he asserted. "While confectionery operations are not potentially so hazardous as those of other industries, they do not enforce safety measures, fail to give

(*Continued on page* 71.)

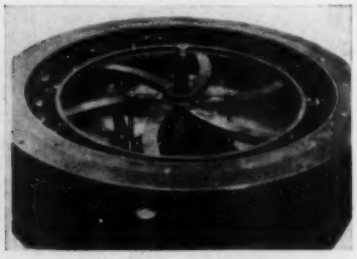
. . . . Seen *at the* Show . . . .

New Equipment and Refinements in Design Make Their Initial Bow to Candydom

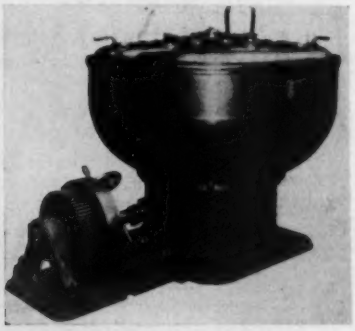
A CONSCIENTIOUS endeavor has been made to include in this section a mention and brief description of *all* new processes and new equipment or refinements in design of equipment displayed at the 1930 exposition of the N. C. A. in Chicago for the first time. Although all were called upon impartially, some exhibitors failed to furnish us with the necessary description or photograph of their particular product. Therefore, if mention of some of those deserving inclusion in this section has been omitted, we are sincerely sorry.—Editor.

The "Velvos" Machine

A COMBINED mixer, refiner and conche. As will be seen in the close-up illustration, it has a circular



body inside of which, near the top, is a fixed grinding surface 7 inches wide in which there are 240 holes. In the center of the machine is a vertical shaft upon which a horizontal wheel revolves. Ten grinding shoes are at-



tached to the perimeter of this wheel and these are pressed against the stationary surface of the bowl by centrifugal force. As it revolves chocolate is forced through the holes and spread out in a thin film. Thus every particle is exposed to fresh air. It is claimed that the machine cuts down conching by 60 to 75 per cent of the usual time; that it will make all classes of chocolate and improve their flavor. Manufactured by Baker Perkins Company, Inc., 250 Park avenue, New York City.

—MC—

"International" Coating Machine

THE machine exhibited embodied several distinctly new features. Claims are made that it will cover all types of goods—candy, cookies, biscuits, marshmallows, etc.—with a full coating or a top or bottom coating of any depth as desired. The piece to be coated passes through a thin curtain of chocolate and then through a bath of chocolate. If only a portion of the piece is to be coated, the curtain of chocolate is shut off and the piece passed through the bath only. A fine mesh belt traveling at exactly the same speed passes beneath the wire belt carrying the pieces. This can be raised or lowered as desired, thus regulating the depth of the coating. As the pieces pass on to the cooling table a simple device comprising a number of mutual discs mounted close together on a shaft the width of the belt turn the pieces over and at the same time decorate the chocolate.

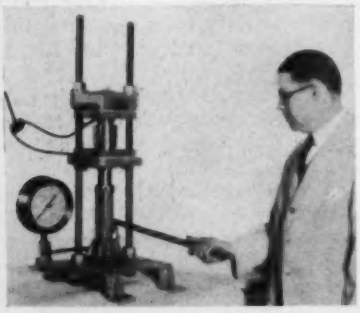
A 3-h.p. motor will drive the complete machine at a speed range of from 5 to 24 feet per minute. Feed and cooling tables are controlled from the machine proper and every unit works in conjunction with the change of speed of the wire belts. It is thermostatically controlled—electric or steam heated. The blower is driven direct from the motor and the air current is controlled.

The tank, which is a complete unit, can be readily wheeled from the machine after disconnecting a clamp and lower tube. Manufactured by Baker Perkins Company, Inc., 250 Park avenue, New York City.

—MC—

Carver Laboratory Press

A SMALL hand-operated cocoa butter press used for the removal of cocoa butter from broker's samples of cocoa beans. Capable of exerting a maximum pressure of 25,000 pounds. Manufactured by Fred F. Carver, 90 West Street, New York City.

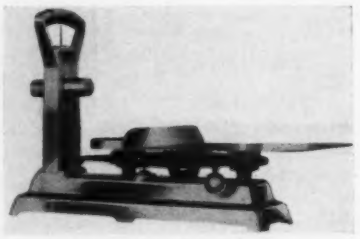


—MC—

Exact Weight Scale

A NEW model of sixty-five pounds capacity, built either with 18 in. diameter round merchandise platter or with 18 in. x 18 in. square merchandise platter. Special processing of all moving parts makes them immune to corrosion.

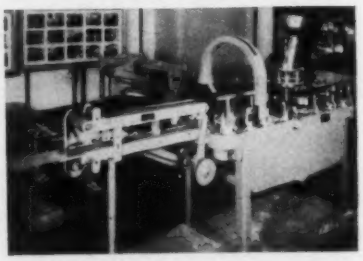
The distinctive feature of this scale is the extremely short travel fall which is calculated to increase production speed at least 25%.



The merchandise platter and dial of the scale are in direct line with the operator's vision which is a further provision for fast weighing because work is not diverted from a straight line.

Of particular interest is the fact that this type of weighing appliance weighs perfectly in "out of level" position. Manufactured by Exact Weight Scale Co., Columbus, Ohio.

—MC—

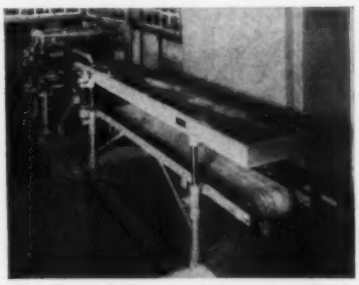


Ferguson Model 8 Carton Sealing Machine with Automatic Filler

A COMBINATION top and bottom carton sealing machine with volumetric filler used extensively for the packaging of products that are free flowing with but little variation in specific gravity. The cartons auto-

matically trip the filling device and either two or four may be filled at a time. Change parts are furnished when more than one sized package is to be filled. The machine is of simple construction and easy to operate. It requires floor space 26 inches wide by 9 ft long. Claims to handle up to 45 packages per minute and is powered with a ½-h.p. motor. Manufactured by J. L. Ferguson Company, Joliet, Ill.

—MC—



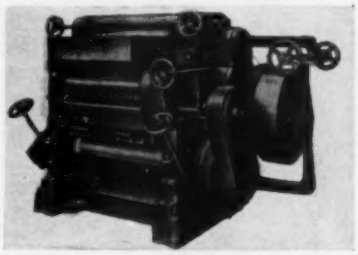
Ferguson Automatic Container Sealing Machine

FEATURING the new side automatic feed which makes it a more compact unit requiring less floor space than the automatic units for sealing corrugated or fiber shipping containers. This machine embodies all of the basic principles of other Ferguson models. It is rapidly adjustable to handle various size cases and claims to be the first machine of this type to be equipped with standard ball bearings and automatic switch control. Claims to seal and turn out up to 500 cases per hour. Manufactured by J. L. Ferguson Company, Joliet, Ill.

—MC—

Friend "Super-Dreadnaught" Hand-Roll Machine

THIS machine is built for volume production of hand-roll centers. It is estimated that it is capable of a daily output of 10,000 pounds per day. The hopper capacity is 450 pounds and using the Friend Standard Die 336 centers can be deposited in 5 seconds. The machine occupies a space of 4 feet by 10 feet, and is an automatically controlled, self-contained unit of powerful construction. Manufactured by Harry L. Friend, 52 India Street, Boston, Mass.



Lehmann Cocoa Liquor Mill

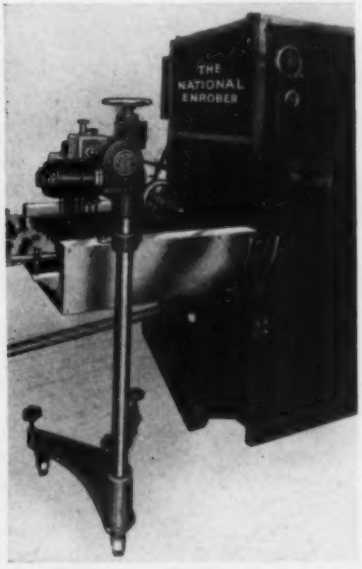
A MACHINE of rugged construction with large output requiring comparatively little floor space. Claims to produce a liquor of extreme fineness. By the use of chilled iron rolls claims are made that it will grind beans of any degree of roasting — especially slightly roasted beans. It has a single pulley drive with friction clutch, helical gears running in oil, self-aligning roller bearings for all rolls, and ball bearing drive shaft, drive pulley and feed roll. A granulator mill with adjustable feed roll conveniently regulates the flow of nibs turned into grains. The rolls have enlarged and improved water cooling. Manufactured by J. M. Lehmann Company, Inc., 248 West Broadway, New York City.

—MC—

The Bausman Spindle Decorator

A DEVICE for mechanically decorating chocolate-coated goods by means of spindles lightly touching the tops of the chocolates as they leave the enrobing chamber. Claims are made that this machine will decorate any sized piece, obviating entirely the necessity of hand dipping. Operates efficiently at full speed. Manufactured by National Equipment Company, Springfield, Mass.

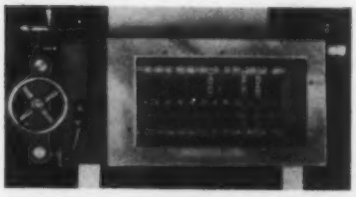
—MC—



The Bausman Chain Decorator

THIS is another device for the mechanical decoration of chocolate-coated goods. It consists of a series of continuous chains passing directly over the tops of the chocolates as they leave the enrober. Chains of variously formed links are used to produce a variety of decorations. Manufactured by National Equipment Company, Springfield, Mass.

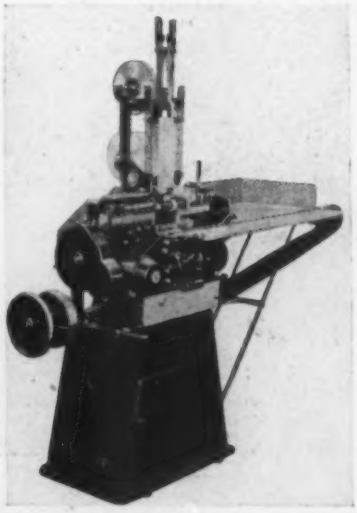
—MC—



Toffee Wrapping Machine

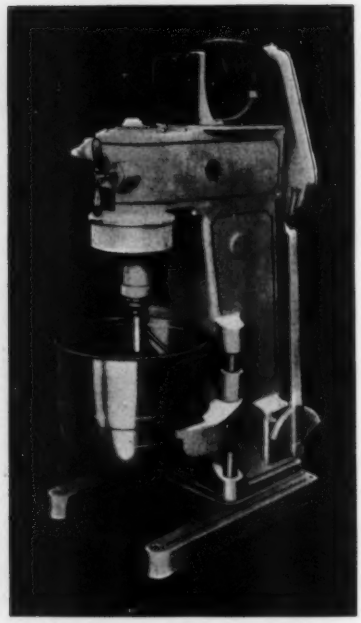
A MACHINE that produces a distinctive type of wrapping. Candy can be wrapped so that the twisted ends are colored, simply by using a wax paper with printed border. Additional color can be obtained by the strip insert device which bands a piece of brightly colored paper or foil around the candy under the outer wrap. Manufactured by Package Machinery Company, Springfield, Mass.

—MC—



The Lipeometer Fat Testing Apparatus

THIS apparatus furnishes the manufacturer with an accurate, rapid and simple method of finding the cocoa butter content of any chocolate product within about one-half hour. The makers guarantee accuracy within 0.2% on cocoas, 0.3% on coatings and 0.5% on liquors and ice cream coatings. Sold by Schwarz Laboratories, Inc., 202 E. 44th Street, New York City.



Read Type H Vertical Mixer

THIS is a 6-speed vertical mixer with a 100-quart capacity bowl, which it is claimed, gives an increased mixing capacity of 20%. In addition to the wider range of speeds this machine has such features as: One-hand centralized control, swift and easy bowl raising and lowering, quick snap spring attachment beater to spindle. Also push button control with overload relay and bowl carrier. Manufactured by Read Machinery Company, York, Pa.

—MC—

Automatic Continuous Hard Candy Compressing Machine

AN imported high speed machine. Claims are made that this machine has an output of approximately 1,000 drops per minute, that it produces a perfectly smooth and uniform fruit drop 13/16 inch in diameter and of a thickness which can be adjusted as required. Drops may be either flat or embossed with initials, trademark or other ornamental design. Imported by White Star Import Company, 20 E. 12th street, New York City.

—MC—

Wrapping Machine

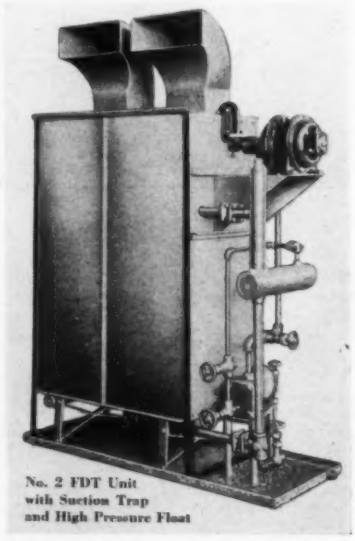
AN imported machine for wrapping automatically, candies of various kinds, shapes and sizes with all standard wrapping materials, claims an output of 60 to 70 wrapped pieces per minute. Imported by White Star Import Company, 20 E. 12th Street, New York City.

—MC—

Stover Thermostatically Controlled Dipping Table

A DIPPING table designed to eliminate all the work in connection with the dipping of chocolates except the actual dipping and handling of the piece itself. The supply tank holds 100 pounds of chocolate which is kept in proper dipping condition by an agitator and a thermostatic temperature control. Immediately after the goods are dipped they are automatically carried along, at a speed which can be regulated, through a short refrigerated cooling tunnel and subject to a current of cool air. An automatic tray feed eliminates dippers' waste of time in waiting for trays. Manufactured by Russell Stover, 3505 W. 47th street, Chicago, Ill.

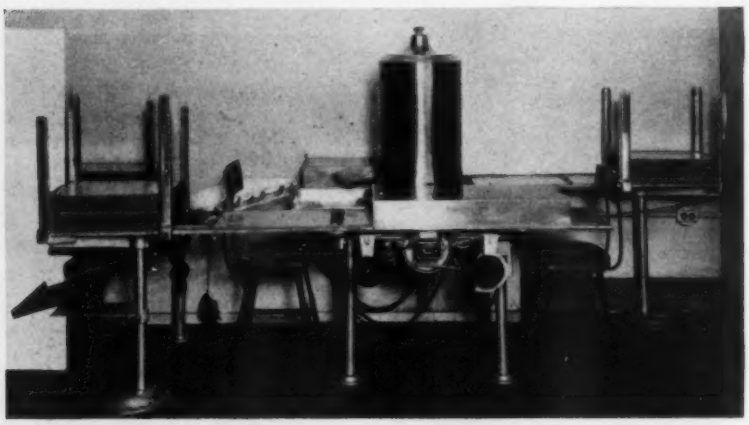
—MC—



No. 2 FDT Unit with Suction Trap and High Pressure Float

York Unit Air Conditioner

NEW features recently incorporated in this air conditioning equipment warrant its being included in this section. The unit is designed to give a simplified control of temperature and relative humidity without the usual air distributing ducts. The manufacturer claims that it will supply air as low as 10° above zero or air at the higher temperatures compatible with conditions for chocolate dipping, chocolate storage, hard candy departments, and other specialty departments. It is simple in design, of rugged construction and completely automatic. Manufactured by York Ice Machinery Corporation, York, Pa.



We Correct Ourselves

In our May issue there appeared an article on "Insects and the Candy Manufacturer." One of the illustrations showed several moths and insect larva which we captioned "A few of the pests that manage to make the candy manufacturer's life miserable." The author of this article, Mr. Towlen, has called our attention to the fact that a few of the insects shown in this illustration actually cause the confectioner no trouble whatsoever.

As a matter of fact, the only ones in the illustration that will cause the confectioner any concern are the two in the center of the picture—the Indian Meal Moth and its larva. The two end illustrations show the Mediterranean Flour Moth and its larva, while the next two show the Clothes Moth and larva. The illustrations referred to are on page 72 of our May issue.

We apologize to our readers for having unwittingly exaggerated their insect difficulties.

Organize for Safety

(*Continued from page 67.*)

first aid in minor injuries, and as a result, suffer a relatively high accident rate."

So in conclusion, I suggest that your organization study the records of the plants in the Confectionery Manufacturing Division of the National Safety Council's Food Section. How splendid it would be for your entire National Confectioners' Association to form a Confectioners' Section of the Council and work together as a unit to end accidents and to save human lives. The Council wants to help you. Why just last year our safety engineers and technicians, in collaboration with a committee from your Association, compiled and published the treatise "Safety in Candy, Chocolate and Cocoa Manufacturing Plants" which many of you have received. Those of you who do not have this study, I urge you to visit the Council's Educational Exhibit in your exposition and obtain a copy. It outlines the fundamentals of safety in your industry.

The doors of the Council are open to you, individually and collectively. I believe the aims and purposes of our non-commercial, non-partisan, non-profit organization are clear to you. As former President Coolidge declared, "the work of the National Safety Council, aiming to reduce the risks of industry and travel, is deserving of all support and encouragement. Its plan is based on the idea of real cooperation and organized instruction. There ought not to be necessity to urge activities of this kind."

Candy Made From Surplus Farm Products

A search for possible new uses for surplus farm products has led investigators of the United States Department of Agriculture into the candy kitchen, where milk sugar, cane syrup, and honey are being used experimentally for making candy.

Milk sugar, or lactose, constitutes about 5 per cent of whole milk by weight. After the fat is removed for butter making and the casein is removed for cheese making, the milk sugar remains in the whey, which is often poorly utilized or completely wasted.

Milk sugar is now produced commercially in limited quantities. If new uses for this sugar can be found, production can be increased at once and manufacturing costs can be lowered to a point where this sugar may compete with other sugars on a much more favorable price basis than is now the case. It is with this end in view that the Bureau of Chemistry and Soils and the Bureau of Dairy Industry are cooperating in efforts to find new uses for milk sugar.

Candy made from cane syrup in the department's laboratories seems to have some promise as an outlet for this product. Annual production of cane syrup in the United States is about 40,000,000 gallons. This is produced on 200,000 farms in the South.

Certain technical problems must be solved before honey can be used more extensively in making candy. When heated, honey tends to turn dark and become modified in flavor. Efforts are being made to develop new methods for incorporating honey in candy. At the same time thorough tests are being made to determine if all kinds of honey respond in the same way to heat.

The honey output of this country for 1929 has been estimated by the department at 140,000,000 pounds, valued at $23,000,000. According to the same estimate there were 8,000,000 colonies of bees, kept by 1,350,000 producers.

(Reprinted from Dept. of Agriculture Report.)

Chicago Candy Club Plans Picnic for August 21

The Chicago Candy Club at its regular monthly meeting June 10 voted to hold a picnic at Park Ridge, Ill., on August 21. This event will, to some extent, take the place of the picnic held annually in the past by jobbers of Chicago and vicinity. The Club, made up of manufacturers' salesmen, will invite manufacturers, salesmen, jobbers and retailers to take part.

C. S. Clarke of the N. C. A. spoke briefly before the meeting on the observance of Sweetest Day, October 18. Sweetest Day has become as big a merchandising event in some cities as Easter, Mother's Day and Christmas, he said. The sale of all kinds of candy is stepped up. This year the Scripps-Howard newspapers located in about 20 cities will co-operate in promoting Sweetest Day. In addition there will be a national radio broadcast as a promotional feature.

The Chicago club will appoint three of its members to arrange for wider observance of the day in Chicago.

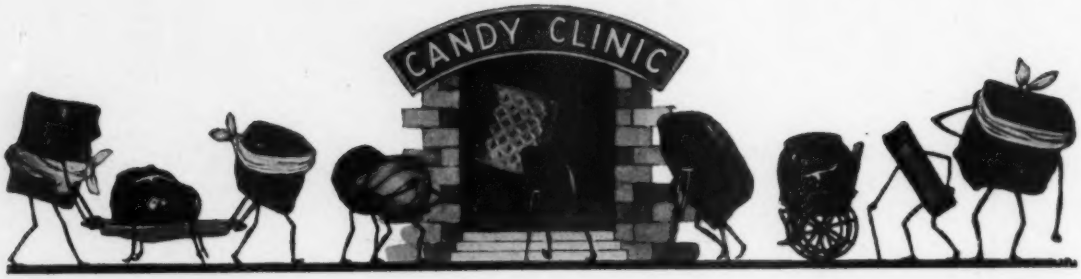
White-Stokes Elect New Officers

At a meeting of the Board of Directors, Robert Maurice Preston of Chicago was elected president of the White-Stokes Company, Inc., to succeed the late Harry O. Stokes.

ROBERT MAURICE PRESTON

Mr. Preston has long been identified with the development of this company. Through long contact with every branch of the business and more recently as vice president in charge of production, he is well qualified for the new position.

Others elected at the meeting of the White-Stokes Co., Inc., directors were Louis O. Stokes, formerly in charge of the Brooklyn division, vice president; Edmund R. Holmes, secretary and treasurer; and John P. Hoek, assistant secretary and treasurer.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is Summer goods; next month it will be Summer goods and Frozen Numbers. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Summer Goods

Code 6A 30

Fruit Flavored Lollypops—1⅜ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Pops: Very good.
Lemon Pop: Yellow wax wrapper.
Flavor: Good.
Color: Good.
Condition: Good.
Raspberry Imitation Pop: Red wax and red transparent cellulose wrapper.
Flavor: Fair.
Color: Good.
Condition: Good.
Butter Pop: Yellow wax and yellow transparent cellulose wrapper.
Flavor: Good.
Color: Good.
Condition: Good.

Code 6B 30

Fruit Flavored Pops—⅜ oz.—1c

(Purchased in Chicago, Ill.)

Appearance of Pops: Good.
Wild Cherry: Good.
Grape: Good.
Lime: Good.
Lemon: Good.
Remarks: This is a good line of pops and they are well made.

Code 6C 30

Salt Water Taffy—½ lb.—20c

(Purchased at an orange drink stand in New York City.)

Appearance of Box: Good. Sea side scene on cover.
Taffy:
Molasses Peppermint: Good.
Vanilla: Good.
Orange: Hardly any flavor.
Lemon: Hardly any flavor.
Raspberry: Hardly any flavor.
Chocolate: Fair.
Texture: Good.
Colors: Good.
Remarks: Flavor not strong enough. This type of candy is not good unless well flavored.

Code 6D 30

Toffee—1 lb.—39c

(Purchased in a drug store in New York City.)

Appearance of Package: Appropriate for this type of goods. Printed in tones of brown:
Toffee: The texture and flavor are not right for a toffee. This piece eats and tastes like a caramel made with either molasses or brown sugar.
Remarks: Suggest this piece be made harder, using less fat and a better flavor, that is, if it is really to be a toffee piece.

Code 6E 30

Dinner Mints—½ lb.—25c

(Purchased in a retail candy store in Boston, Mass.)

Appearance of Package: Neat and attractive. Round tin, colored in light and dark green, name in white and gold.
Mints: Cut about ⅝ inch square.
Flavor: Too mild of peppermint.
Texture: A little hard and dry.
Color: White. Good.
Remarks: This type of mint is not a good eating candy unless the flavor is fairly strong. Texture also is an important factor. These mints need some checking up.

Code 6F 30

Assorted Cream Mints—15 ozs.—39c

(Purchased in a drug store in Boston, Mass.)

Appearance of Package: Fair.
Box: One layer. White, printed in light blue on corners. Name in dark blue.
Appearance of Goods on Opening: Good. Pieces all in glassine cups, packed flat.
Mints: Peppermint, wintergreen, lemon, orange and lime.
Flavors: Good.
Texture: Good.
Colors: Good.
Remarks: These are a powdered sugar mint run in molds. These mints are good eating and make a dandy summer number. The price is reasonable for this type of goods.

Code 6G 30

Marshmallow Banana Bar—1c

(Purchased in Chicago, Ill.)

Color: Good.
Texture: Good.
Flavor: Good.

Code 6H 30

Cherry Marshmallow Bar—1½ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Piece: Good. Silver foil wrapper, printed in blue and red.

Coating: Fair.
Center: Color too deep.
Texture: Good.
Flavor: Fair.
Remarks: This bar is not quite up to standard.

Code 6I 30

Nut Nougat Bar—2 ozs.—5c

(Purchased in a cigar store in New York City.)

Appearance of Bar: Good. Printed glassine wrapper used, inside wrapper of wax.
This is a peanut nougat bar, honey flavored.
Flavor: Good.
Texture: Good.
Remarks: This is a large looking bar for a 5c seller.

Code 6J 30

Assorted Gum Drops—2¾ ozs.—10c

(Purchased in a chain drug store in Boston, Mass.)

Appearance of Package: Very attractive for this type of goods. White transparent cellulose bag, cardboard bottom, tied on top with pink ribbonzine. Blue seal used.
Gum Drops: Lemon, lime, raspberry.
Flavors: Fair.
Texture: Good.
Colors: Good.
Remarks: These gum drops at 10c for 2¾ ozs. seem a trifle high priced. Suggest a better raspberry flavor be used.

Code 6K 30

Toffee—5 ozs.—25c

(Purchased in a hotel lobby in Boston, Mass.)

Appearance of Package: Good. Red oval tin with printing in gold and blue.
Toffee:
Flavor: Good.
Texture: Good.
Color: Good.
Remarks: This type of candy is a good summer number and I understand is selling well.

Code 6L 30

Assorted Mints—½ lb.—50c

(Purchased in a retail candy store in Boston, Mass.)

Appearance of Package: Good. Seasonable in appearance and well made up.
Box: One-layer type. White printed in green. White transparent cellulose wrapper used. Gold seals on ends.
Appearance of Box on Opening: Good. Four partitions used. Color scheme of green, white and molasses. 14 pieces wrapped in silver foil.
Crystal Work:
Opera Gums: Good.
Gum Gums: Good.
Gum Marshmallow Wafers: Good.
Crystal Work and Flavor: Good.
Chocolate Covered Pieces Foiled:
Small Peppermints:
Texture: Good.
Coating: Good.
Flavor: Good.
Large Peppermint Patties:
Texture: Good.
Flavor: Good.
Coating: Good.
Peppermint Hard Candy Straws: Good.
White Sugar Wafers: Good.
Molasses Peppermint Pieces: Hard Candy.
Balls: Good.
Chips: Good.
Both balls and chips wrapped in white transparent cellulose. Hard candy sticks similarly wrapped. White sticks, green stripes.
Flavor: Good.
Remarks: This box is an ideal summer assortment and no doubt will be a large seller during the hot months. The packing and layout of this box is exceptionally fine.

Code 6M 30

Chocolate Coated Yeast—3 bars—15c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. Wrapped in transparent cellulose, 3 pieces in folding box, each piece separately wrapped in foil.
Coating: Good.
Center: Chocolate fudge.
Flavor: Good.
Texture: Good.
Remarks: This piece is different from the "everyday" candy. Flavor is good and effectively overcomes the yeast flavor.

Code 6N 30

Cocoanut Roll—1¾ ozs.—5c

(Purchased in a chain drug store in New York City.)

Appearance of Package: Good. White transparent cellulose wrapper used. This bar is made up the same as a cocoanut bon bon except that it is bar shaped and crystallized.
Bon Bon Coating: Good.
Flavor: Maple, good.
Center of Cocoanut: Good.
Crystal: Good.
Remarks: The quality of this bar is very good, but it is a trifle small for a 5c seller.

Code 6O 30

Assorted Drops—7 for 1c

(Purchased in Chicago, Ill.)

These goods sold in bulk.
Drops:
Clear: No flavor.
Red: Raspberry, good.
Black: Licorice, good.
Texture: Too tough.
Colors: Good.

Code 6P 30

Caramel Roll—1c

(Purchased in Chicago, Ill.)

Appearance of Package: Good.
Caramel:
Color: Good.
Flavor: Fair.
Texture: Good.
Remarks: The flavor of this piece needs some checking up.

Code 6Q 30

Chewing Gum—1 piece—1c

(Purchased in Chicago, Ill.)

Colors: Too deep.
Flavor: Fair.
Finish: Good.
Remarks: At the price, no criticism can be offered.

Code 6R 30

Cocoanut Kisses—6 ozs.—10c

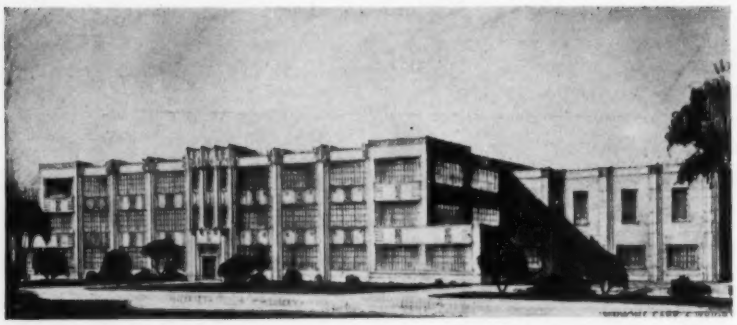
(Purchased in Chicago, Ill.)

These goods are sold in bulk.
Molasses Cream Cocoanut Kisses:
Flavor: Good.
Color: Good.
Texture: A little tough.
Remarks: Suggest these kisses be put up in some kind of small package of four or six ounces.

Sylvania Starts Production

The first unit of the new plant of the Sylvania Industrial Corporation of Fredericksburg, Va., for the manufacture of Transparent Cellulose Wrapping Paper, was put into operation on May 24th. Completion of other units is being rushed and they are expected to be in operation shortly.

Coincidently prices for Transparent Cellulose Wrapping Paper have been reduced approximately ¼c per thousand square inches.



Cracker Jack to Have Modern Industrial Home

Work Starts on First Unit to Cost $750,000

ABOUT the time the air fills with football talk and falling leaves next autumn The Cracker Jack Company will find the first unit of its new home in the Clearing Industrial District, Chicago, ready for occupancy. The company has just acquired 188,000 square feet of property and work is now beginning on a three-story plant shown above.

A new plant to cost $1,500,000 is contemplated. The first unit of this, the architect's drawing of which is pictured here, will cost about $750,000, it is reported. On its completion work will immediately begin on the second unit. The site just purchased has room for a third unit when needed.

Like many another industrial enterprise The Cracker Jack Company started some months back to find ways to avoid the congestion and expense imposed on it by virtue of its location near the heart of downtown Chicago. Some consideration was given to moving to a smaller community; but the Clearing Industrial District, the company feels, affords all the advantages of a small community plus the advantages Chicago offers in transportation and as a market for labor. The new plant itself in its layout and equipment, The Cracker Jack Company tells The Manufacturing Confectioner, will combine many modern ideas designed to add to the quality of its products at minimum production costs.

It was 59 years ago that F. W. Rueckheim came to Chicago. His object was to get a job helping to clean up the debris left by the historic Chicago fire. Finally obtaining $150 he opened a store on East Van Buren street, where he popped corn and sold it. His brother, Louis, joined him, their enterprise prospering.

In 1885 the business had grown to the point of occupying a three-story brick factory on South Clinton street. Ten years later this plant was replaced by a new one. In 1903, when Mr. H. G. Eckstein joined the firm, the present plant was built. It is generally considered the largest of its kind in the world, using 25 per cent of the world's popcorn crop.

Some years ago the owners of the business conceived the idea of covering popcorn with molasses and sealing it in paraffin-covered containers. This new product was named Cracker Jack. It could be shipped longer distances than the old product and new markets immediately opened. The name and the slogan "The More You Eat, the More You Want," gained ready popularity. Finally the company acquired its own sugar plantation in Louisiana, where it makes its own special kind of molasses. It also owns corn elevators and cribs in Iowa, Illinois and Kansas.

Besides Cracker Jack, the company manufactures Checkers, Chums, Cocoanut Crisp and Angelus marshmallows. Its sales have long since spread beyond the continental limits of the United States to Asia, Australia, Africa and South America.

F. G. Shattuck Acquires Wallace & Company

F. G. SHATTUCK COMPANY, which recently bought W. F. Schrafft & Sons Coporation, Boston, has acquired Wallace & Company, Brooklyn, N. Y., candy manufacturers. The purchase is looked on as another definite step in the Shattuck expansion program of distributing Schrafft candy products nationally and extending the Shattuck chain of retail stores. "We know of no better way to accomplish the task before us," Mr. Shattuck told THE MANUFACTURING CONFECTIONER, "than to include within our organization manufacturing units which through many years have proved their efficiency. Wallace & Company for 60 years have stood as a hallmark of quality in the candy industry."

A. M. Kelly, president, and the other officers of Wallace & Company will continue to direct the company's affairs. The business will operate as it has in the past.

Dale Steely Sails for South America

Mr. Dale G. Steely, who has been general superintendent of W. F. Schrafft & Sons Corporation, Boston, Mass., for the past twenty years, is severing his connection with that firm on June 15, 1930.

Mr. and Mrs. Steely will sail for Buenos Aires, South America, June 21st, on a business and pleasure trip combined. They expect to be gone for about eight to ten months, returning to the U. S. A. in the late spring of 1931.

Mr. Steely has made no definite plans for the future, but it is understood that he may be available to a few candy and chocolate manufacturers in a consulting capacity.

And Now—Refined Convertit

In an interesting booklet entitled "Refined Convertit," which has just been released, the Nulomoline Company announce their new product to the Confectionery Industry.

Refined Convertit is a highly purified substance and the many advantages claimed for it by its producers are described in this booklet, which is well worth writing for.

Poverud Here for Baker Perkins

Mr. B. M. Poverud, formerly with Pascall's of London and more recently with Caley and Sons of Norwich, England, is now representing Baker Perkins Company in this country for an indefinite length of time.

Mr. Poverud, who has been experimenting with chocolate and chocolate processes for the past 25 years, is the inventor of the "Velvos" Conche.

Elect Mrs. Ora Snyder President of A. R. C.

While the N. C. A. was holding its sessions in Chicago the Associated Retail Confectioners' Association was sitting on top of the Stevens enjoying its annual convention. Mrs. Ora Snyder of Mrs. Snyder's, Chicago, was elected president and George C. Cobb of Worcester, Mass. and Theodore Marquetand of Philadelphia were elected vice-presidents of the Association. Fred Saunders of Detroit and Josephine B. Dowd of Indianapolis were elected directors.

The Association spent twelve hours in open forum discussion of various pre-determined topics relating to the manufacture and sale of candy, following this plan instead of having a program of convention addresses. Because of the unsatisfactory condition in which candy shipped by parcel post is frequently received, the Association voted to request the Postmaster General to alter the construction of cars carrying parcel post shipments so that steam pipes will be placed on the ceilings instead of on the sides of these cars. About 100 attended this year's convention.

Johnson-Fluker Company Build New Plant

The Johnson-Fluker Company of Atlanta, Ga., have begun the erection of their new candy factory to be located at 564 Glenn street, S. W. It will be equipped with the most modern machinery and every automatic device to insure low cost production of their confections under absolutely sanitary conditions. The plant, a four-story steel and concrete building, will have 40,000 square feet of floor space. Provisions for future expansion have been made.

The present officers are L. L. Johnson, president; J. M. Fluker, vice president and manager; O. F. Sealey, secretary and treasurer.

"We Need Better Selling!"

Biscuit and Cracker Manufacturers Aim for Larger Share of the Housewife's Dollar

"THE consumer must be made more familiar with and more eager to buy our products," said biscuit and cracker bakers at the 30th convention of their trade association in Chicago, May 20 to 22. "It's up to us to sell better."

"We're giving you better merchandise to sell right along," the superintendents and foremen who were present suggested. "We have never known how to bake such uniformly good crackers, cakes and cookies as at present."

If the convention may be said to have crystallized any single thought, perhaps that thought was: It is high time for the individual manufacturer to co-ordinate his production and sales efforts and time that the industry as a whole laid plans for sales-promotion work that will secure for it a bigger share of the housewife's dollar.

An Era of Good Feeling

Twenty years ago there was distrust and bitterness aplenty among the smaller and larger units in the industry, A. J. Zimmerman, retiring president of the association said. Times have changed. In the last ten years the old rancor has almost disappeared. There has been a growth of tolerance and decided improvement in the standard of business ethics.

"The crying needs of our industry are: 1, the education of young men in the art of baking; 2, improved methods of cost accounting; 3, improved quality of biscuit products and 4, increased per capita consumption," said Mr. Zimmerman. "Our Technical Bureau has added another year of real accomplishment to its splendid record. We no longer regard the Bureau as a mere laboratory. It has in fact become an institution dealing with men as well as with materials.

"We should work, not only as an association but as an industry, for the establishment of a technical institute for the biscuit industry. The veteran bakers are, one by one, laying down the burdens they have carried so capably and faithfully. Younger men are taking them up. They need scientific training in this scientific age. Efficient production demands not only efficient machines. It demands efficient men.

"We must win increased per capita consumption or suffer the results of inexorable laws of supply and demand. We have been more or less oblivious to the hungry horde of other food industries which have been so assiduously endeavoring to divert the desire for our products to their own specialties.

Neglecting the Consumer

"WE have neglected the consumer. We have rebuffed her with high prices (for which I think high discounts are partly responsible). We are not keeping her constantly aware of the convenience and the delectable qualities of biscuit products. Too often her purchase of cookies is the result of afterthought instead of intention. It is on her that our selling plans should focus rather than on the dealer. We must make people think about biscuit products if we are going to increase our sales."

Murray Guthrie, representing an advertising agency, injected an outsider's point of view into the convention when he expressed his belief that usually the production department, having admittedly made more progress in recent years than the sales department, is apt to be a bit smug. Management is prone to encourage this smugness, he said. Nowadays it isn't a matter of production department versus sales department in those companies that are most successful, Mr. Guthrie declared. He explained how in the Zinsmeister baking plant at Minneapolis the production department has made itself a real factor in building sales.

Notable Technical Progress

Running through all of the convention meetings was the noticeable feeling of pride that the biscuit and cracker industry feels in its Technical Bureau at Dunwoody Institute, Minneapolis. The Bureau regularly analyzes materials for its members and renders advice on a wide variety of topics bearing on production. Equally if not more important, it conducts two training conferences each spring for ambitious bakers. At these conferences practical training is given in specialized subjects by shop men and teachers. Men are taught how to bake quality and character into biscuits and crackers, how to build a production organization, how to become valuable foremen and how to help their employers sell merchandise profitably.

B. & C. Ass'n Elections

W. C. Scott New President of Cracker Association

W. C. SCOTT, Maryland Biscuit Company, Baltimore, was elected president of The Biscuit and Cracker Manufacturers' Association of America at the 30th annual convention of the association held in Chicago, May 20-22. He succeeds A. J. Zimmerman of Milwaukee. Other officers chosen at the convention are: Vice-president, John Hekman, Hekman Biscuit Company, Grand Rapids, Mich.; Treasurer, E. K. Quigg, Richmond Baking Company, Richmond, Ind. (re-elected); Secretary, R. T. Stokes, New York (re-elected).

Newly elected directors of the Association are: W. H. Wiese, Independent Baking Company, Davenport, Ia.; E. K. Quigg, Richmond Baking Company, Richmond, Ind.; A. H. Vories, Vories Baking Company, New Orleans; Harry S. Johnston, Robert A. Johnston Company, Milwaukee; C. A. Bowman, Merchants' Biscuit Company, Denver; Robert Holmes, Griggs, Cooper & Company, St. Paul. All of the directors were elected for period of three years, excepting Mr. Holmes who serves for one year filling out the term of William T. Bishop, resigned.

The convention was regarded by members of the association as being a profitable and enjoyable gathering. The attendance, although not as large as in some years, was characterized by an unusually large number of southern manufacturers. Thirty-six supply firms exhibited their merchandise at the convention.

Census of Manufacturers to Be of Value to Confectioners

—But Manufacturers Will Have to Cooperate with the Bureau

OF the advantages which will accrue to manufacturers of confectionery as a result of the current Biennial and Decennial Census of Manufactures, the first and foremost probably will be the compilation of numerous preliminary reports, each of which will give figures for quantities and values of the several kinds of classes of products made within the industry. These reports in the aggregate will cover thousands of kinds or classes of products; and each will be published within a short time after the receipt of complete returns for the industry which it represents. These preliminary statistics will show the increase or decrease in output of each commodity, so that the individual manufacturer can easily determine whether he is getting his share of the business—whether he is holding his own, or gaining, or losing, as compared with his industry in general.

In addition, the preliminary reports will show the ratio between cost of materials and value of products, the output per wage earner, and the ratio of wages to value of output, thus enabling the manufacturer to compare his own ratios with those for the industry as a whole. The Census will answer the question whether the manufacturer is paying too much for his materials, and whether his output per wage earner is too small.

But if these preliminary reports are to be of maximum value, the manufacturers must cooperate with the Bureau of the Census by making their returns promptly and by taking care to answer correctly and completely all questions that apply to their operations. Heretofore it has been the practice of the Bureau to correct and complete defective returns through correspondence before issuing the preliminary reports. This necessarily resulted in delay amounting to four or five months in some cases, and therefore, in order to reduce the delay to a minimum, it is planned to compile the preliminary reports of this census from the returns as received, with little or no editing or verification of doubtful items, except in the cases of the earliest returns. The final reports, however, will not be prepared until the defective returns have been corrected and verified in the usual manner.

In the final reports will be presented detailed statistics showing, among other things, the cost of productive and of non-productive labor, the increase in the employment of women of industry in recent years, the number of hours of labor per week for individual wage earners; the migration of industries from state to state; the quantities and cost of principal materials and of fuel consumed; and the power-plant equipment.

In an effort to make the questionnaire easy for the manufacturers to fill out, the inquiry in regard to sales made during the year has been substituted in this census for the former inquiry calling for data on production during the year. Correct statistics on production are preferable to statistics on sales, but the Bureau realizes that many manufacturers have actually been reporting their sales and not their production, and it was decided, therefore, to ask what can be undoubtedly obtained from all manufacturers, rather than for what only a part of the manufacturers could and would report. In a few cases, however, the former inquiry calling for data on production has been retained at the specific request of the industries concerned.

During this Census of Manufactures, the Bureau plans to compile county and city statistics which will be of somewhat greater value to local interests than those heretofore published. Separate compilations for the sixteen great groups of industries or for combinations of these groups will be tabulated for each industrially important county and for groups of contiguous counties of less industrial importance. For cities having 100,000 inhabitants or more, the industries for which separate figures can not be shown without disclosing the data for individual establishments will be presented in a number of combinations instead of in a single group.

The preliminary county and city summaries giving combined figures for all industries taken as a single group will present the following items of information:

Number of establishments
Number of wage earners
Wages paid
Cost of materials, fuel, and power
Value of products.

In response to a demand for manufactures statistics covering "industrial areas," the Bureau also will attempt at this census to compile figures on such areas, each consisting of one or more counties of industrial importance. For certain reasons arising from the necessity of presenting the statistics in such a manner as to avoid disclosing the data for individual establishments, the Bureau will not compile figures for individual industries for a city and also for the industrial area including that city. It is the intention, therefore, to tabulate statistics for individual industries for important industrial areas but not for the included cities. In the cases of the less important cities having 100,000 inhabitants or more, statistics by industries will be published for the cities themselves but not for industrial areas including the cities.

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Editorial

Another Boost for Sugar

SCIENTISTS, probing the mysteries of sleep, find that sugar taken into system overcomes the feeling of fatigue which results from protracted loss of sleep. This announcement comes after four years of exacting experimentation and research.

Says Dr. Donald A. Laird who has been directing this study at Colgate University: "Our tests have shown conclusively that it is possible to stay awake for greater lengths of time and with far less after-effect in the nature of fatigue when highly concentrated energy foods such as cakes, candy or sweetened drinks are consumed at intervals during the night."

And so sugar—and candy—are handed another boost! Coming from an impartial and unbiased source it is all the more significant.

In the face of this and other recent very favorable reports by research workers of unquestioned authority, is it any wonder that today, the general public holds candy in higher regard than ever before? The manufacturer, too, has begun to appreciate the real merit of his product, and with this growing self appreciation has come a degree of confidence which is essential to the success of any enterprise. Lacking this quality the pace of progress is faltering and uncertain at best.

To get back to the scientific research worker it seems apparent that he is destined to contribute in increasingly large measure to the foundation upon which a sound and prosperous candy industry will be built.

Tune in on the Times

ARCHITECTS and engineers tell us that the most modern building erected today will be ready for the wrecking crew inside of ten or twelve years. By that time it will be a greater economy to tear it down and make room for a newer, more modern structure. Its appointments will have become obsolete—antiquated after ten short years of service.

Is this not typical of our age? Never since man's creation has industrial changes come so rapidly. The contribution of present day scientists and inventors are reshaping our lives and revolutionizing our industries and our modes of business. With every passing hour, somewhere in this world, someone is discovering something vital to our future existence and leave businesses and even industries in its wake.

To prosper and survive we must be ready to adjust ourselves to these changes. As in the case of the builder—he finds it economical to replace a ten year old building with a new one better equipped to meet modern demands. We as an industry are inclined to be laggards in this respect. Science and invention are ready to aid us. But unless we are more receptive, their readiness to serve is of no avail. In an industry so content with the machines and equipment of their forefathers, so reluctant to replace the new for the old, what incentive are we giving the engineer, the inventor and designer to expend their efforts in a direction which, ostensibly, offers so little encouragement and promises such meagre return?

To make money it is obvious we must

spend money. And if we haven't got money to invest in modern equipment of proved performance which vitally affects production economies, it is about time we were finding out the reason why. Other sweet food industries have risen from penury to profit. The ice cream industry for example. Remember when drug stores used to board up their fountains in the fall and open them up in the spring?

We've played Rip Van Winkle long enough. Let's attune ourselves to the times!

Who Controls Your Salesmen?

ONE of the stiffest tests that management faces nowadays is that of sifting the reports that salesmen bring or send in from their territories. To a rather disturbing extent many manufacturers and their sales managers rely on their salesmen entirely for accurate pictures of conditions in the field. Unfortunately not all salesmen are able or inclined to bring back the facts as they really exist.

Up at Montreal the other day F. T. W. Saunders, president of the Canadian Confectioners Association, said, "through the weak-minded policy of listening to our salesmen, we are throwing away every year in extra discounts many thousands of dollars for which there is not the least justification." At the recent Chicago convention of the N. C. A., L. L. McIlhenny of Stephen F. Whitman & Son pointed out how hard it had become to size up the true situation in any market from the opinions of salesmen. It's easy to learn the salesmen's and the dealer's ideas, he pointed out, but too often those ideas are biased. They are apt not to give the manufacturer much real information as to what the ultimate consumer is thinking.

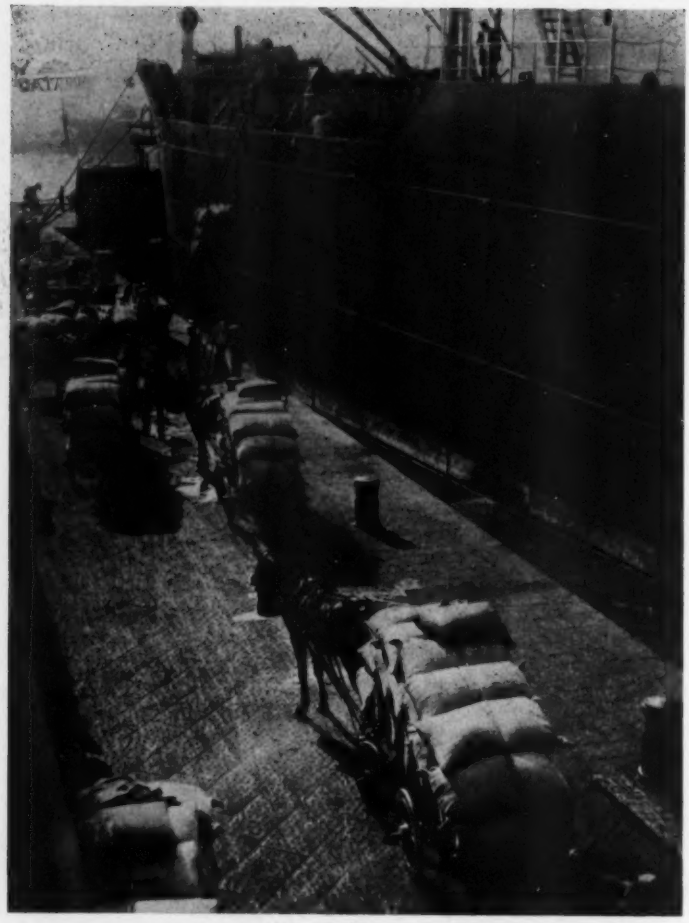
Where is the way out? Even the half-trained salesman is manifestly too important to ignore as a source of timely information as to what is going on among jobbers, dealers and consumers. Obviously the executive who is an executive in fact as well as name, must work out some method of control. As a starter THE MANUFACTURING CONFECTIONER recommends that sales managers check over personally and in detail every important change in field conditions with the salesmen making the report. Secondly, verify the report from independent sources where possible. And finally, do a little riding on trains yourself if you are responsible for the sales force. Find out for yourself at first hand what is going on in those places where you are or should be selling merchandise. That knowledge is always essential to controlling men and knowing how to meet the situation.

The Passing of Dr. Wiley

IT is not easy to characterize Dr. Harvey W. Wiley, ardent advocate of pure-food laws, who died a few days ago aged 86. He belonged to the Roosevelt ian era when swinging the big stick gained a certain glamor. He understood the value and use of publicity as do few men. Dr. Wiley did not always see eye to eye with the confectionery industry and its leaders. Some of the projects he favored did not find favor with the industry. But Dr. Wiley's basic objectives were and always will be those of the honest, progressive manufacturing confectioner. He wanted the end of adulteration in foods and was willing to fight hard for his principles. His sincerity was not open to question. There is no exaggeration in saying that every industry producing foods for human consumption is the gainer for Dr. Wiley's having lived and battled for honesty, purity and sanitation.

Grading and Packing for the

By
HERMANN R. HABICHT



Familiar bags and boxes of almonds being loaded at Catania for shipment to the far corners of the world.

Photos Courtesy Haight, Braun & Co.

THE growing of almonds abroad is almost everywhere a small scale undertaking—large scale production is practically unknown—and a correspondingly intricate marketing machinery has been built up in all producing sections to supply the export centers with the almonds shelled and in the shell required for their trades. There are brokers, agents, commission men, speculators and other go-betweens who canvass the countryside and the small villages, buy up or contract for the available supplies, and ship them to the larger consolidating towns, whence they find their way to the exporters.

In Sicily, it is common practice for speculators to contract with farmers for their entire almond crop in the spring of the year, thus shifting the risk of the crop from the farmers' shoulders to those of the speculating brokers. In Spain, agents are constantly scouring the country in search of bargains, looking for peasants in need of money, acting as intermediaries between growers and exporters. In some places there are markets to which supplies are brought for sale; elsewhere, endless queues of burros laden with almonds struggle through the streets from one exporter's warehouse to the next, in search of the highest bidder.

Buyers must exercise great care that the goods bought are really as represented; that the bags are not "topped" or "bottomed"; that the percentage of shells, dirt and stones is within reason; that the sprinkling can has not been used. I myself have seen an exporter in Bari "water" his almonds just before shipment to reduce his loss on a low-priced sale. A little added moisture does not materially affect the quality, is hard to detect, and will help the weight; too much water may cause the almonds to arrive in so mouldy a condition that they may be a total loss on arrival. The Fascist government is doing its best, with very considerable success, to prevent these fraudulent practices.

Primitive Methods Prevail

In most producing sections, the shelling is done primitively by hand. A small stone as a hammer and a flat stone as an anvil suffice as tools; labor is cheap; the percentage of chipped, damaged, or broken almonds is kept at a minimum. It is essentially a home or small scale factory job; all the members of the family contribute their labor towards the support of the whole. But there are also quite a few shelling machines in use — especially in Spain, where the greater uniformity of the almond in shell, and the higher cost of labor owing to other competing industries, seem to make machine shelling more economical than hand shelling. California uses machines exclusively.

Everywhere abroad the exporter does the final preparing for market; in the larger centers—Bari, Catania, Malaga, Alicante, Palma, Reus—there are large, modern, sanitary plants in which this work is done (during the main season in the early fall) on a tremendous scale and with great speed, so that all consumers can have their holiday almonds in ample time. There is modern machinery to grade according to size and shape, and to eliminate dust, stones, dirt, shells, and other foreign matter; at long tables sit hundreds of women hand-picking the sieved and graded merchandise, removing what the machines have left in: the faulty, defective, shrivelled, unsightly almonds—and reselecting, for the American market especially, for greater uniformity of shape, size

Packing Almonds Candy Industry

A sequel to "A Day with the Almond Growers" in the February issue.

A small hillside of almonds in an Italian shelling station.

and count. The cleaned, sieved, selected and hand-picked almonds are then packed in boxes, cases, casks, bags or bales, and trucked down to the wharf for shipment to the far corners of the world.

Germany and England Lead the Van

The requirements of the various consuming countries differ as much as the products of the many producing countries. Germany and England, by far the two largest individual consumers, take thousands of tons of ordinary almonds, often "shellers run," not even thoroughly cleaned or freed from shell, bought almost entirely on price, for the manufacture of almond paste and marzipan. These products account for only a small percentage of the American consumption. The demand for carefully graded and selected, perfectly clean almonds is increasing in Europe as economic conditions there slowly improve, but the United States is by far the largest consumer of the better varieties of foreign selected almonds.

The demand for cheaper almonds in this country has been increasingly met by the California product—benefited by a fourteen-cent per pound duty on the imported product, and throughout the Middle and Far

Harvesting time in a Sicilian almond orchard.